

Postgraduate Certificate

Advertising Creativity Applied to the Advertising Metaverse



Postgraduate Certificate Advertising Creativity Applied to the Advertising Metaverse

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online
- » Target Group: University Graduates who have previously completed any of the degrees in the fields of Social and Legal Sciences, Administrative and Business Sciences.

Website: www.techtute.com/us/school-of-business/postgraduate-certificate/advertising-creativity-applied-advertising-metaverse

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01 Welcome

Advertising has undergone an evolution in recent years, cultivated by technological advances in which the Metaverse concept revolutionized the way companies and brands interact with consumers today. In this way, the creation of strategies and innovation in companies are forced to be executed in order to achieve the visibility they desire. Therefore, this program will offer the professional a first level content in which they will develop specialized skills around the relationship between the creative and the rest of the agents involved in the creation of commercial communication. All this, through a 100% online pedagogical modality and with the making didactic material to make the academic experience effective.



Postgraduate Certificate in Advertising Creativity Applied to the Advertising Metaverse
TECH Technological University



“

This program offers you exclusive content in creation of the Commercial Communication in only 6 weeks"

02

Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class center for intensive managerial skills education.



“

TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"

At TECH Technological University



Innovation

The university offers an online learning model that balances the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"*Microsoft Europe Success Story*", for integrating the innovative, interactive multi-video system.



The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

95% | of TECH students successfully complete their studies



Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

+100000

executives prepared each year

+200

different nationalities



Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

+500

collaborative agreements with leading companies



Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.



Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.



TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:



Analysis

TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.



Academic Excellence

TECH offers students the best online learning methodology. The university combines the *Relearning* methodology (the most internationally recognized postgraduate learning methodology) with Harvard Business School case studies. A complex balance of traditional and state-of-the-art methods, within the most demanding academic framework.



Economy of Scale

TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a groundbreaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.



Learn with the best

In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.



At TECH, you will have access to the most rigorous and up-to-date case analyses in academia"

03

Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.



“

We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you education of the highest academic level”

This program will provide you with a multitude of professional and personal advantages, among which we highlight the following:

01

A Strong Boost to Your Career

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

70% of students achieve positive career development in less than 2 years.

02

Develop a strategic and global vision of the company

TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional fields.

Our global vision of companies will improve your strategic vision.

03

Consolidate the student's senior management skills

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

You will work on more than 100 real senior management cases.

04

You will take on new responsibilities

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

45% of graduates are promoted internally.

05

Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

You will find a network of contacts that will be instrumental for professional development.

06

Thoroughly develop business projects

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different fields in companies.

20% of our students develop their own business idea.

07

Improve soft skills and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

Improve your communication and leadership skills and enhance your career.

08

You will be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified teachers from the most prestigious universities in the world: the TECH Technological University community.

We give you the opportunity to study with a team of world-renowned teachers.

04 Objectives

This academic program will provide the graduate with important updates in the area of Advertising Creativity regarding the relationship between neuroscience and creativity. In this way, TECH will provide different innovative tools in various creative opportunities, such as immersive experiences, brand avatars and virtual events. Therefore, upon completion of this course, the professional will have enhanced their skills according to how brands can stand out in the metaverse and how this affects distribution.



“

The objective of TECH is you: give your career the boost it needs and specialize in the Advertising Creation sector. Enroll now”

**TECH makes the goals of their students their own goals too
Working together to achieve them**

The **Postgraduate Certificate in Advertising Creativity Applied to the Advertising Metaverse** will enable the student to:

01

Understand in depth what creativity is, how it has developed with the advance of new technologies and how it influences different professional areas

02

Examine the best conditions to stimulate creativity

03

Stimulate the generation of innovative ideas

04

Detail how the advertising creative thinking software works



05

Explain how creative thinking in advertising works and its strategic importance

06

Analyze in detail the target audience and the use of insight in advertising

07

Understand how the advertising message is structured

08

Address key concepts in brand building



09

Know the logical steps in brand building

10

Detect the differences between the claim and the slogan

11

Explain what branded content is and its similarities with traditional advertising





12

Explore how digital technologies have revolutionized content creation and promotional strategies in the online environment

13

Obtain a complete view of how creativity adapts to each of the social media

14

Learn how to plan political campaigns

05

Structure and Content

The Postgraduate Certificate in Advertising Creativity Applied to the Advertising Metaverse is a program that is oriented to detail in specific knowledge about Business Sectors, Blockchain and metaverse. In this way, the degree emphasizes a theoretical-practical pillar accompanied by a great background and extensive experience of a highly qualified teaching staff.



“

An expertly crafted curriculum and quality content are the key to making your learning about Advertising Metaverse successful”

Syllabus

This university program implements 150 teaching hours, achieving TECH through a top level learning, will take the graduate to the top of his or her professional career, reaching the most important vacancies in the business sector. In this way, students will be able to acquire the tools to face each of the challenges that revolve around the labor field. Therefore, the program provides a number of skills that lead directly to the strengthening of concepts related to the coverage of variable income portfolios with bearish spreads.

Accordingly, the teaching staff has developed a complete syllabus that incorporates 1 module, with the purpose of providing students with solid skills related to the distribution chains of brands.

In this sense, the professionals of this program will delve into concepts such as the optimization of Marketing Campaigns, Augmented Reality (AR) and Virtual Reality (VR). Accordingly, students will address the most relevant knowledge on how AI is changing the creation and consumption of content.

Also, TECH takes into account the convenience and excellence, which is why this program offers a complete and quality learning, while providing flexibility to take it. Graduates only need a device with an Internet connection to easily access the virtual platform, 24 hours a day and from anywhere in the world.

This Postgraduate Certificate is developed over 6 weeks and is divided into 1 module:

Module 1

Applied advertising creativity Creative Publicist



Where, When and How is it Taught?

TECH offers the possibility of developing this Postgraduate Certificate in Advertising Creativity Applied to Advertising Metaverse completely online. During the 6 weeks of the specialization, the student will be able to access all the contents of this program at any time, which will allow the students to self-manage their study time.

A unique, key, and decisive educational experience to boost your professional development and make the definitive leap.

Module 1. Applied Advertising Creativity

1.1. The Metaverse

- 1.1.1. What Is It?
- 1.1.2. What Creative Opportunities It Offers
- 1.1.3. Examples:

1.2. Metaverse Companies

- 1.2.1. Metaverse Customers
- 1.2.2. NFTs
- 1.2.3. Business Sectors
- 1.2.4. Working in the Metaverse
- 1.2.5. Blockchain and Metaverse

1.3. The Leap to the Metaverse

- 1.3.1. Digital Humanization
- 1.3.2. Avatarization
- 1.3.3. The Future

1.4. Artificial Intelligence and Generation of Content for the Metaverse

- 1.4.1. AI
- 1.4.2. Contents
- 1.4.3. Texts
- 1.4.4. Audios
- 1.4.5. Images
- 1.4.6. The World of Work

1.5. Let's Imagine the Era of the Metaverse and Artificial Intelligence

- 1.5.1. What Creative Opportunities It Offers
- 1.5.2. Examples:
- 1.5.3. Conclusions

1.6. Trademark Monopoly

- 1.6.1. A Single Metaverse
- 1.6.2. Trademark Distribution Chains
- 1.6.3. The Consumer Shareholder

1.7. How Will Creatives Work in this New Era?

- 1.7.1. Skills
- 1.7.2. Attitudes
- 1.7.3. Conclusions

1.8. Creative Opportunities Metaverse

- 1.8.1. Immersive Experiences
- 1.8.2. Brand Avatars
- 1.8.3. Virtual Events
- 1.8.4. Personalization
- 1.8.5. Creative Collaborations
- 1.8.6. Augmented Reality
- 1.8.7. Native Advertising
- 1.8.8. Constant Innovation

1.9. Creative Opportunities IA

- 1.9.1. Personalized Content Generation
- 1.9.2. Marketing Campaign Optimization
- 1.9.3. Design and Creation of Images and Videos
- 1.9.4. Augmented Reality (AR) and Virtual Reality (VR)
- 1.9.5. Generative Music and Art
- 1.9.6. Automation of Creative Processes
- 1.9.7. Value Links

1.10. Neuroscience

- 1.10.1. Cognitive Neuroscience
- 1.10.2. Neuromarketing
- 1.10.3. Emotional Neuroscience



“

This program provides you with a theoretical and practical perspective on the fundamentals of advertising related to the Metaverse”

06

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"

TECH Business School uses the 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”



This program prepares you to face business challenges in uncertain environments and achieve business success.



A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. 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 business reality is taken into account.

“

You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments”

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 must integrate all their knowledge, research, argue and defend their ideas and decisions.

Our program prepares you to face new challenges in uncertain environments and achieve success in your career.

Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.

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 online business school is the only one in the world licensed to incorporate 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.

With this methodology we have 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, markets, and financial 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.



Management Skills Exercises

They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



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 senior management 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.



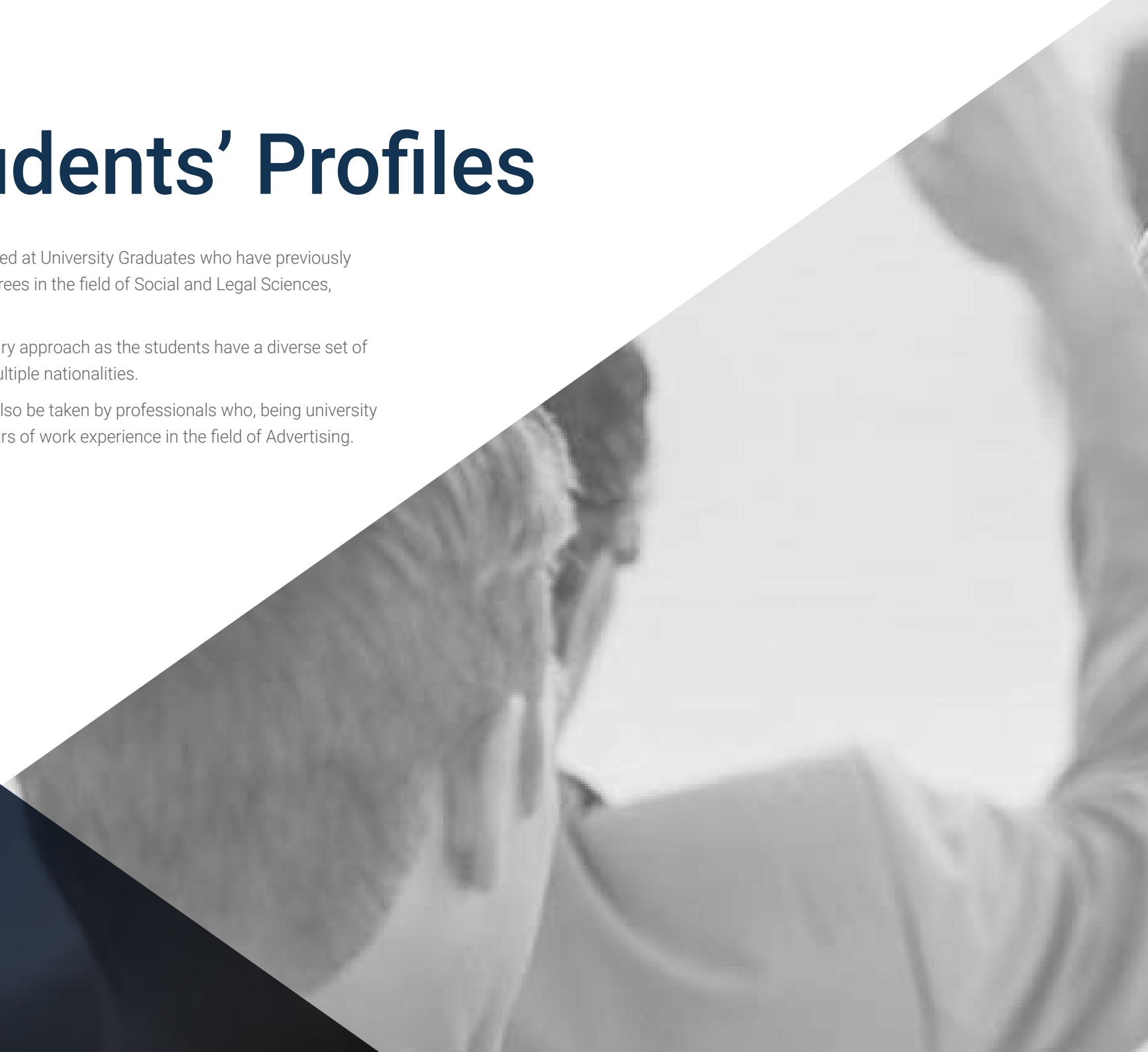
07

Our Students' Profiles

The Postgraduate Certificate is aimed at University Graduates who have previously completed any of the following degrees in the field of Social and Legal Sciences, Administration and Economics.

This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities.

The Postgraduate Certificate may also be taken by professionals who, being university graduates in any area, have two years of work experience in the field of Advertising.





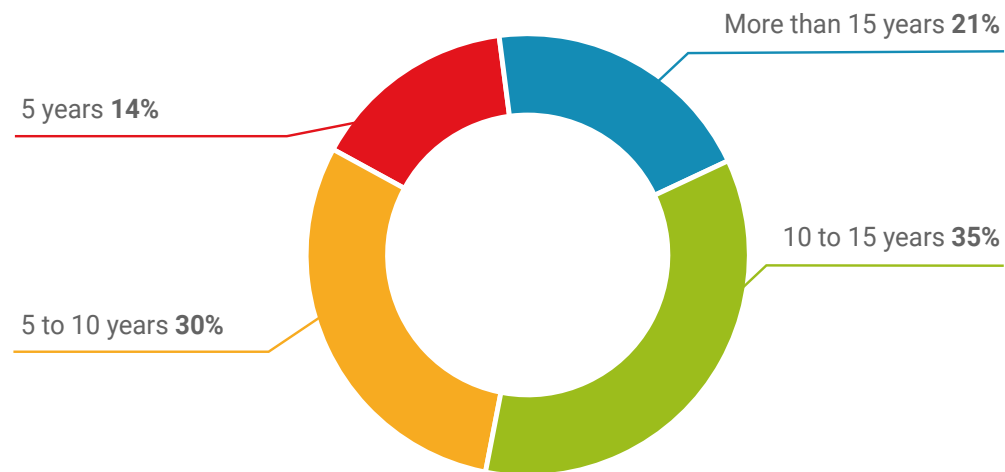
“

If you have experience in Advertising Creativity Applied to the Advertising Metaverse, and you are looking for an interesting improvement in your career while you continue working, this is the program for you"

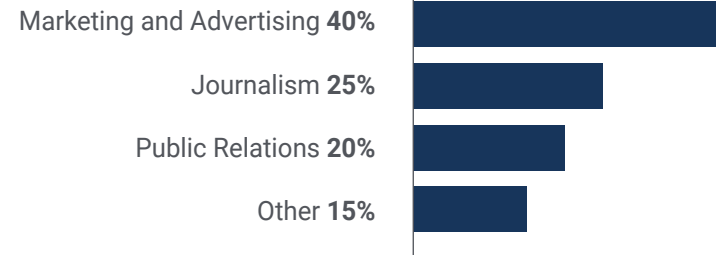
Average Age

Between **35** and **45** years old

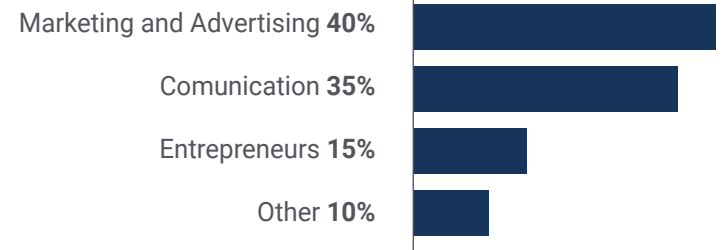
Years of Experience



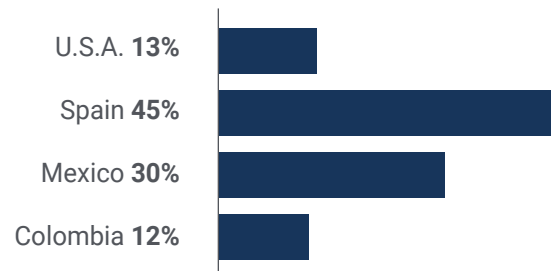
Training



Educational Profile



Geographical Distribution



Mario García Ruiz

Marketing and Advertising Director

I have been impressed with the quality of the contents of this Postgraduate Certificate. You can see the special care that the teachers have put into their elaboration, they are very useful in daily practice and help you to improve your creative abilities. Without any doubt, I think it has been a good investment for my career"

08

Course Management

This program has recognized experts in the business and advertising sector, who have integrated their deep knowledge of Metaverso Publicitario into this program. In this way, students will achieve specialized learning in artificial intelligence (AI) and neuroscience. In addition, TECH offers students an education of the highest standards, which is enhanced at the same time, allowing the student to solve firsthand the various challenges that the program provides.





“

In this Postgraduate Diploma you will obtain the best didactic tools in the process of the academic

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

Ms. Pita, Eva

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



09

Impact on Your Career

This academic program has been designed with the purpose of coupling in the professional the most relevant knowledge in cognitive neuroscience, which will guide them to develop different ways to face the challenges of the advertising area. In this way, TECH focuses in detail on elite education, implementing efficiency and effectiveness in each of its programs. Therefore, the professional will integrate specialized learning in the automation of creative processes.



“

With this highly flexible program, you only need an electronic device with an Internet connection to access the virtual platform 24 hours a day”

Are you ready to take the leap? Excellent professional development awaits you

TECH's Postgraduate Certificate in Advertising Creativity Applied to the Advertising Metaverse is an intensive program that prepares you to face challenges and business decisions in the field of Advertising. The main objective is to promote your personal and professional growth. Helping you achieve success.

If you want to improve yourself, make a positive change at a professional level, and network with the best, then this is the place for you.

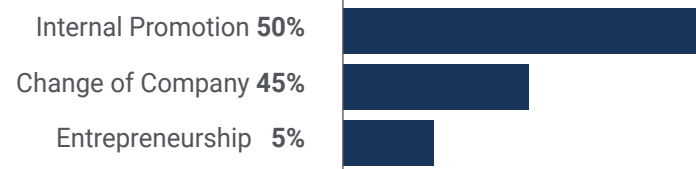
This program will provide you with innovative teaching material on the metaverse, artificial intelligence (AI) and neuroscience.

This course integrates a teaching faculty specialized in Advertising together with a high quality audiovisual support.

Time of Change



Type of change



Salary increase

This program represents a salary increase of more than **25%** for our students.



10

Benefits for Your Company

This program contributes to elevating the organization's talent to its maximum potential through the instruction of high-level leaders.

In addition, participating in this university option is a unique opportunity to access a powerful network of contacts in which to find future professional partners, customers or suppliers.



“

In the digital era, managers must integrate new processes and strategies that bring about significant changes and organizational development. This is only possible through university learning and updating"

Developing and retaining talent in companies is the best long-term investment.

01

Growth of talent and intellectual capital

The professional will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization.

02

Retaining high-potential executives to avoid talent drain

This program strengthens the link between the company and the professional and opens new avenues for professional growth within the company.

03

Building agents of change

You will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.

04

Increased international expansion possibilities

Thanks to this program, the company will come into contact with the main markets in the world economy.



05

Project Development

The professional can work on a real project or develop new projects in the field of R & D or business development of your company.

06

Increased competitiveness

This program will equip students with the skills to take on new challenges and drive the organization forward.

11

Certificate

The Postgraduate Certificate in Advertising Creativity Applied to the Advertising Metaverse guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate 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 Certificate in Advertising Creativity Applied to the Advertising Metaverse** 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 Certificate** issued by **TECH Technological University** via tracked delivery*.

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

Title: **Postgraduate Certificate in Advertising Creativity Applied to the Advertising Metaverse**

Official N° of Hours: **150 h.**



*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost.



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- » Exams: online

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