

# Postgraduate Certificate

## Advertising Creativity: Copywriting





## Postgraduate Certificate Advertising Creativity: Copywriting

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

Website: [www.techtute.com/us/school-of-business/postgraduate-certificate/advertising-creativity-copywriting](http://www.techtute.com/us/school-of-business/postgraduate-certificate/advertising-creativity-copywriting)

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# 01 Welcome

Copywriting is that which by means of text creates concepts and ideas with the objective of persuading and inciting the consumer to buy a product or consume a service. Different kinds of words are used to generate this desire for acquisition. This process of producing persuasive texts for marketing actions includes numerous formats, from a slogan to a corporate website, for example. Successful copywriting requires a creative mind and cultural background, with knowledge of the advertising structure. To this end, TECH has developed this program so that the student acquires the knowledge related to the writing of advertising texts and the different typologies, based on originality.



Postgraduate Certificate in Advertising Creativity: Copywriting.  
TECH Technological University



“

*Become a creative copywriting expert in just 6 weeks!  
With the TECH Method you will get the most out of  
your ideas and succeed as a copywriter"*

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 centre for intensive managerial skills training.



“

*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 combines 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.

**100,000+**  
executives trained 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:



### Learn with the best

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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 studies in the academic community"*



### Analysis

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



### Academic Excellence

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TECH offers students the best online learning methodology. The university combines the Relearning method (a postgraduate learning methodology with the highest international rating) with the Case Study. A complex balance between tradition and state-of-the-art, within the context of the most demanding academic itinerary.



### Economy of Scale

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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.

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 training of the highest academic level"*

This program will provide students with a multitude of professional and personal advantages, particularly the following:

**01**

### A significant career boost

---

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 participants achieve positive career development in less than 2 years.*

**02**

### Develop a strategic and global vision of companies

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

*Our global vision of companies will improve your strategic vision.*

**03**

### Consolidate the student's senior management skills

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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**

### 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 areas 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

### Be part of an exclusive community

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

*We give you the opportunity to train with a team of world renowned teachers.*

# 04 Objectives

Postgraduate Certificate in Advertising Creativity: Copywriting is designed to guide the student towards the achievement of the following proposed objectives, to improve their skills and expand their knowledge in the world of *copywriting*. In this way you will create *copy*s successful and persuasive copy, across different media and for different formats. As a result, after completing the program, the professional will be able to make the right decisions with a global approach within the sector, from an innovative perspective and an international vision to create an impact on consumers.



“

*In this TECH Postgraduate Certificate, you will learn the different communicative techniques to elaborate persuasive texts that convince the reader in a creative way"*

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

The **Postgraduate Certificate in Advertising Creativity: Copywriting** will enable students to:

01

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

02

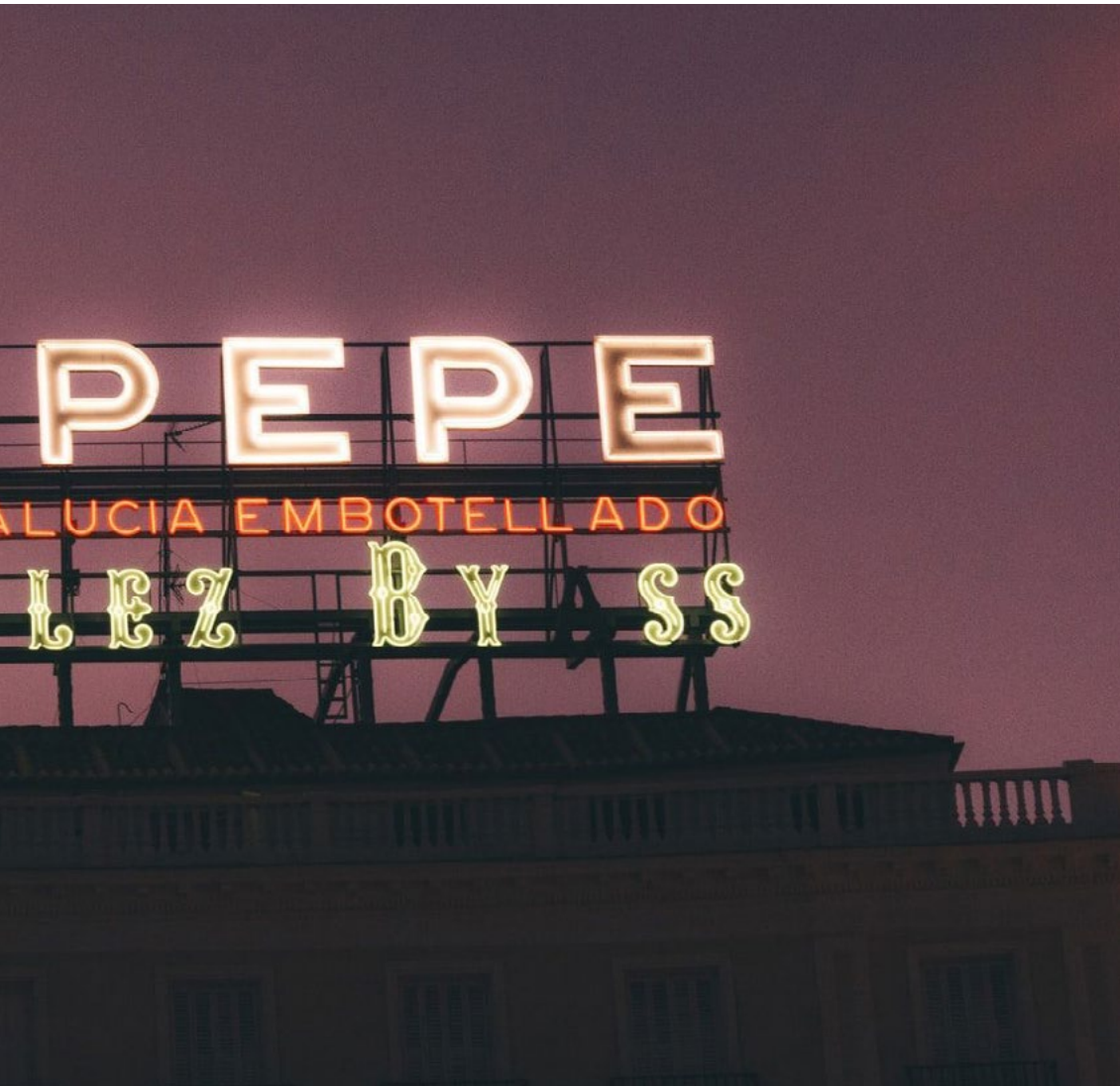
Know how to use information and communication technologies and techniques in the different combined and interactive media or media systems

03

Recognize the elements, forms and processes of advertising languages and other forms of persuasive communication







04

Recognize significant and appropriate tools for the study of advertising and public relations

05

Know how to analyze the elements that make up the advertising message: graphic elements, audiovisual elements and musical and sound elements

06

Assume the role of a creative editor within an advertising agency or advertising department in a company or institution

05

# Structure and Content

The content of this Postgraduate Certificate in Advertising Creativity: Copywriting has been developed with the student's needs in mind in order to succeed in an environment that requires certain communicative and creative skills, as well as a broad knowledge of language and its structure. In this way, the professionals exploit their potential, attending to the latest trends and developing the capabilities of the functions of a *copywriter*. As a result, you will master the key aspects to achieve success, through quality content structured in a module that will guide your learning towards excellence.



“

*Acquire the skills of a copywriter within an advertising agency or a marketing department of a company or institution thanks to this program"*

## Syllabus

Postgraduate Certificate in Advertising Creativity: Copywriting of TECH Technological University is an intensive program that prepares students to enter the field of advertising through creative writing.

Through this complete Postgraduate Certificate, the students will acquire the necessary knowledge to advance in this professional field, favoring the development of managerial competencies that will allow them to make decisions in uncertain and competitive environments, facing the business challenges that the scenario presents thanks to fresh and innovative ideas.

Throughout 150 hours of preparation, the student will analyze a multitude of practical cases through individual and teamwork. It is, therefore, an authentic immersion in real business situations, which will position the professional's profile.

As such, the Postgraduate Certificate focuses on the fundamental aspects of copywriting, through a curriculum designed to specialize professionals with a strategic and oriental approach to this sector from an international and innovative perspective.

For all these reasons, this program is designed for the students, focused on their professional improvement that prepares them to achieve excellence in a results-oriented field that requires high doses of imagination and writing, with impeccable knowledge of writing and spelling. All this through innovative content based on the latest trends, and supported by the best educational methodology and an exceptional faculty, which will give you the skills to develop successfully in this environment.

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

### Module 1

### Advertising Creativity I: Copywriting



### Where, When and How is it Taught?

TECH offers the possibility of developing this Postgraduate Certificate in Advertising Creativity: Copywriting completely online. Over the course of 6 months, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time.

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

Module 1. Advertising Creativity I: Copywriting

1.1. Writing Concept

- 1.1.1. Writing and Editing
- 1.1.2. Copywriting and Thought
- 1.1.3. Copywriting and Order

1.2. Fundamentals of Advertising Copywriting

- 1.2.1. Correction
- 1.2.2. Adaptation
- 1.2.3. Efficiency

1.3. Characteristics of Copywriting

- 1.3.1. Nominalization
- 1.3.2. Destructuring
- 1.3.3. Expressive Concentration

1.4. Text and Image

- 1.4.1. From Text to Image
- 1.4.2. Text Functions
- 1.4.3. Image Functions
- 1.4.4. Relationship Between Text and Imaging

1.5. Brand and Slogan

- 1.5.1. The Brand
- 1.5.2. Brand Characteristics
- 1.5.3. The Slogan

1.6. Direct Advertising

- 1.6.1. The Brochure
- 1.6.2. The Catalogue
- 1.6.3. Other Annexes

1.7. Press Advertising: The Large Format Advertisement

- 1.7.1. Newspapers and Magazines
- 1.7.2. Superstructure
- 1.7.3. Formal Characteristics
- 1.7.4. Editorial Characteristics

1.8. Press Advertising: Other Formats

- 1.8.1. Word Advertisements
- 1.8.2. Superstructure
- 1.8.3. The Claim
- 1.8.4. Superstructure

1.9. Outdoor Advertising

- 1.9.1. Formats
- 1.9.2. Formal Characteristics
- 1.9.3. Editorial Characteristics

1.10. Radio Advertising

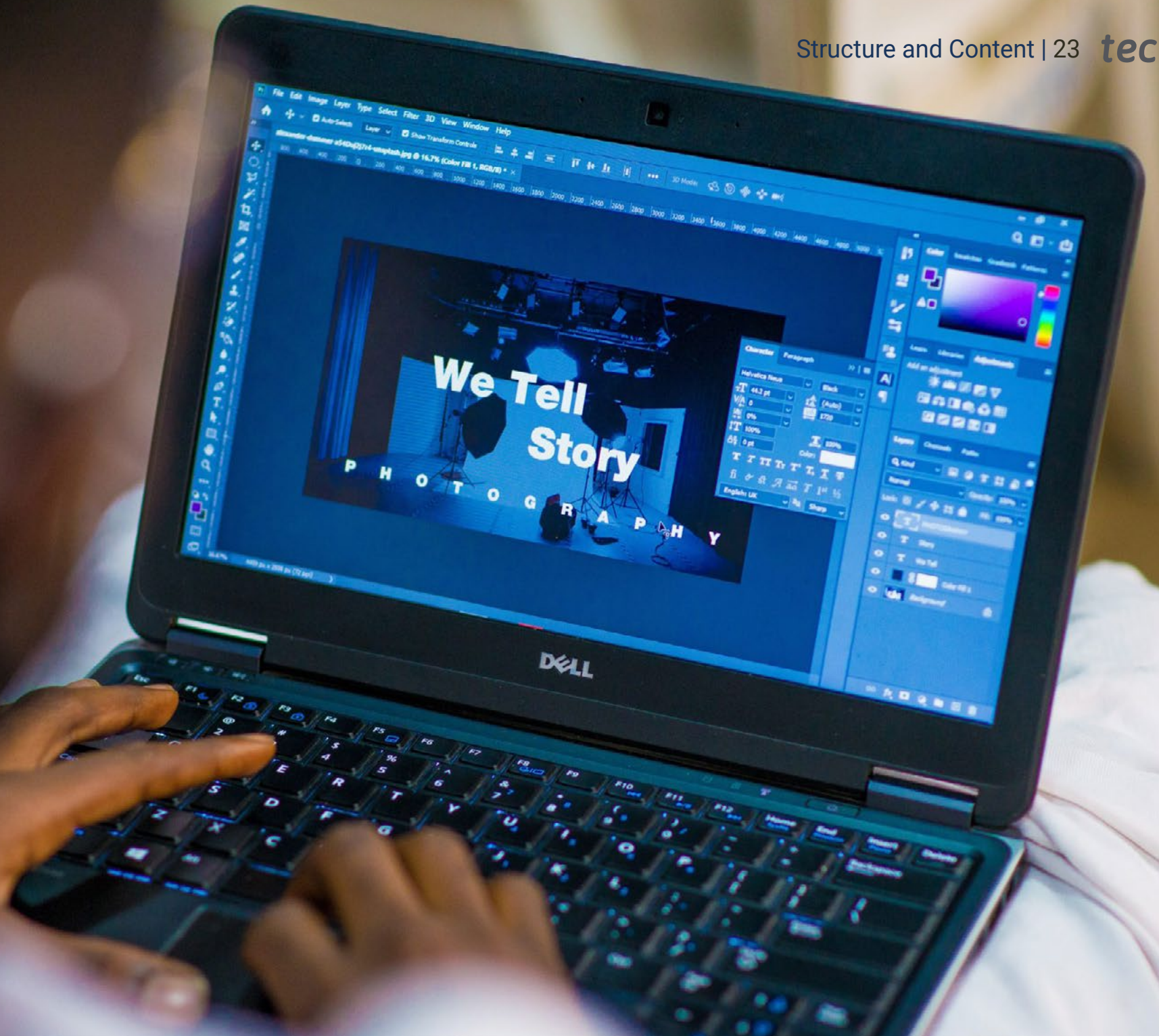
- 1.10.1. Radio Language
- 1.10.2. The Radio Spot
- 1.10.3. Superstructure
- 1.10.4. Wedge Types
- 1.10.5. Formal Characteristics

1.11. Audiovisual Advertising

- 1.11.1. The Image
- 1.11.2. The Text
- 1.11.3. Music and Sound Effects
- 1.11.4. Advertising Formats
- 1.11.5. The Script
- 1.11.6. Storyboard



*You will learn the radio language and how to develop a successful radio spot, condensing the message in time and form for the final receiver"*



# 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”*

*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 must integrate all their knowledge, research, 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 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

This Postgraduate Certificate is aimed at university graduates who have previously completed any of the following programs in journalism, graphic design, advertising, public relations or any other creative field related to the area of public relations and communication.

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

Professionals with a university degree in any area and two years of work experience in a related area may also participate in the program.







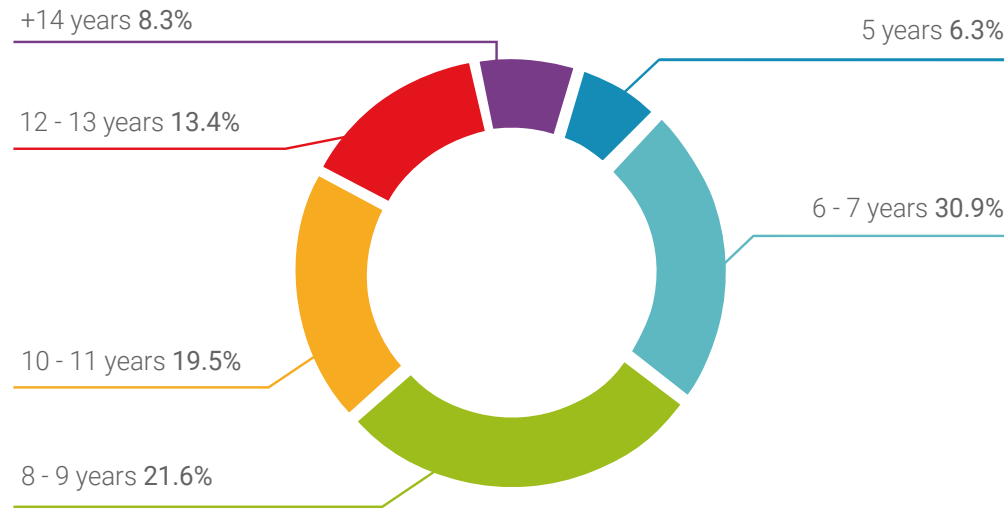
“

*Take this program in Advertising Creativity:  
Copywriting and you'll give your copy a voice  
at another level"*

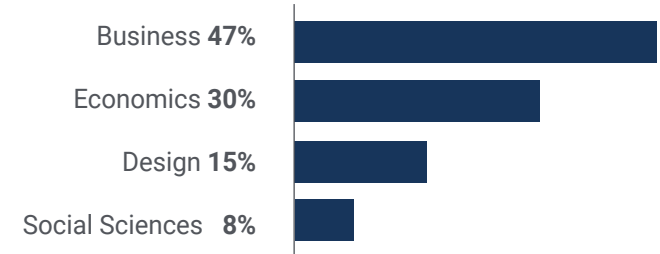
### Average Age

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

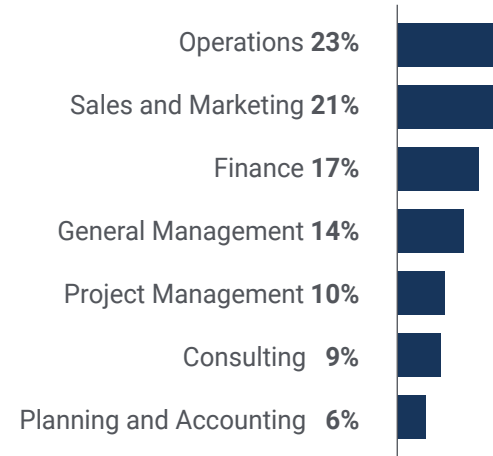
### Years of Experience



### Training

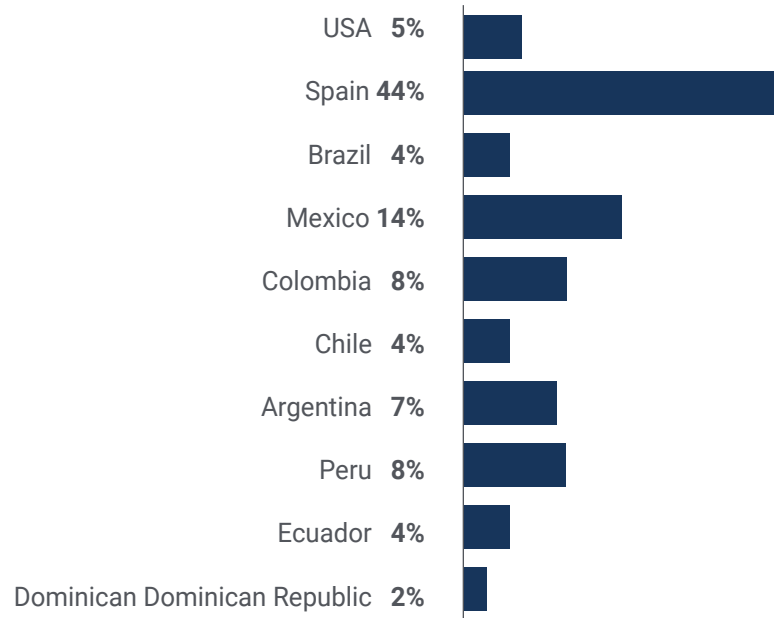


### Academic Profile



## Geographical Distribution

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## Lorena Sánchez

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Copywriter Jr

*"This TECH Postgraduate Certificate was what I was looking for to learn about copywriting on a professional level, since as a journalist my type of writing is very academic and informative. The program has guided me into more creative and persuasive territory, which is what I was looking for"*

08

# Impact on Your Career

TECH University is aware of the fact that taking a program of these characteristics implies a great economic, professional and personal investment on the part of the student. The ultimate goal of carrying out this great effort should be to achieve professional growth, so that the professional's job placement or promotion in this sector is in line with expectations. TECH is committed to this objective and achieves it through the design of competitive programs, an innovative methodology and the best experts in the sector.





“

*Discover a new professional horizon. If you like writing and want to take your ideas to the next level, this Postgraduate Certificate is for you"*

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

Postgraduate Certificate in Advertising Creativity: Copywriting of TECH is an intensive program that prepares students to face challenges and strategic decisions to succeed in the field of copywriting, training them in a sector that requires creative profiles with impeccable writing.

Therefore, its main objective is to promote the student's personal and professional growth in order to achieve success in this field of work.

*It's time for you to invest in yourself and focus on what you love. By taking this program you will advance towards your goal with confidence.*

*Achieve your work goal in just 6 weeks with this Postgraduate Certificate that TECH has developed for you.*

#### When the change occurs



#### Type of change



### Salary increase

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



09

# Benefits for Your Company

Postgraduate Certificate in Advertising Creativity: Copywriting helps raise the organization's talent to its full potential by creating high-level leaders.

Participating in this program is a unique opportunity to access a powerful network of contacts in which to find future professional partners, customers or suppliers.







*Expand your knowledge in advertising creativity through writing with this innovative TECH's Postgraduate Certificate"*

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

01

### Intellectual Capital and Talent Growth

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 executive 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.

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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 will be work on a current project or develop new projects in the field of R&D or Business Development within their company.

---

06

### **Increased competitiveness**

This Postgraduate Certificate will equip your professionals with the skills to take on new challenges and thus drive the organization forward.

# 10 Certificate

Postgraduate Certificate in Advertising Creativity: Copywriting 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”*

The **Postgraduate Certificate in Advertising Creativity: Copywriting**, 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: Copywriting**

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.



## Postgraduate Certificate

### Advertising Creativity: Copywriting

- » Modality: online
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- » Certificate: TECH Technological University
- » Dedication: 16h/week
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# Postgraduate Certificate

## Advertising Creativity: Copywriting

