

# Postgraduate Certificate Advertising Idea Generation





## Postgraduate Certificate Advertising Idea Generation

- » 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 programs in the fields of Social and Legal Sciences, Administrative and Business Sciences.

Website: [www.techtitute.com/us/school-of-business/postgraduate-certificate/advertising-idea-generation](http://www.techtitute.com/us/school-of-business/postgraduate-certificate/advertising-idea-generation)

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# 01 Welcome

Nowadays, in order for companies to remain current and on the consumers' radar, they must implement novel ideas that capture the consumers' interest. In this sense, the art of creativity is a more than relevant factor when it comes to disseminating a message that is attractive and captivates the target audience. Therefore, given the importance of this field of study, this program has been designed, which will contribute to the graduate an exclusive material related to the operation of software in creative advertising thinking. It will also be accompanied by multimedia tools of the highest standards, in addition, all this can be executed through a 100% online pedagogical modality.



Postgraduate Certificate in Advertising Idea Generation  
TECH Technological University



“

*TECH will provide you with first-hand material on the Advertising Idea Generation sector, as well as audiovisual support of the highest level”*

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 method (postgraduate learning methodology with the best international valuation) with the Case Study. Tradition and vanguard in a difficult balance, and in the context of the most demanding educational itinerary.



### 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

From this university program, the graduate will be able to acquire the most important updates regarding the generation of innovative ideas within the area of advertising. In this way, TECH will provide students with various academic tools and technical skills that will help strengthen areas such as thinking, process and creative advertising software. In this way, at the end of this program, the professional will have enhanced their knowledge related to team creativity.



“

*One of TECH's objectives is to guarantee your professional growth through the implementation of the most innovative material in the sector"*

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

The **Postgraduate Certificate in Advertising Idea Generation** 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

04

Detail how the advertising creative thinking software works

02

Examine the best conditions to stimulate creativity

03

Stimulate the generation of innovative ideas

05

Explain how creative thinking in advertising works and its strategic importance





06

Detailed analysis of the target audience and the use of *insight* in advertising

08

Address key concepts in brand building

09

Know the logical steps in brand building

07

Understand how the advertising message is structured

10

Detect the differences between the *claim* and the slogan

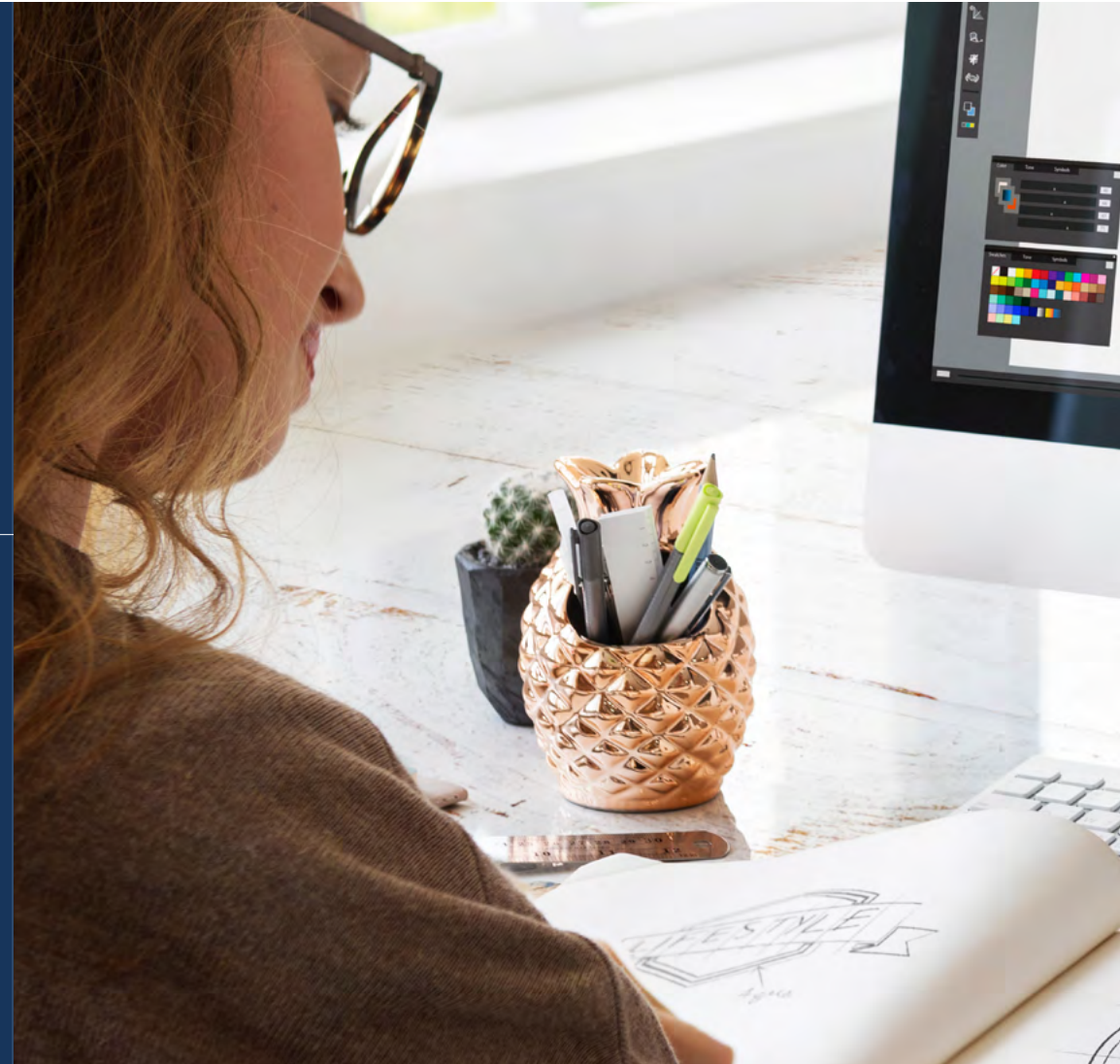


11

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 program in Advertising Idea Generation is a program that is specifically aimed at specific knowledge related to the importance of rhetorical figures in commercial communication. Also, this academic program is oriented in a theoretical-practical structure, accompanied by a broad background and a wealth of knowledge of a fully qualified teaching team in the advertising area.



“

*A curriculum developed with the purpose of delving into key aspects to stimulate creative thinking"*

## Syllabus

This program contains 6 weeks of continuous learning, in which TECH will guide the graduate to the paths of professional success through a high quality education, starting from excellence and efficiency. In this way, students will reach the most important positions in the advertising sector, passing through the Challenges imposed by the work environment with rigor, Therefore, this program facilitates a variety of skills related to creative briefing.

The teaching team has designed a syllabus that integrates 1 module, with the purpose of enhancing the students' knowledge related to the vision of creativity as a collaborative agent in the development of communication.

Likewise, the students of this program will integrate in their learning about the development of skills in creative communication to improve the relationship between the brand and the consumer. In this way, graduates will be able to acquire first-level skills related to the actions of creative advertising thinking.

Also, TECH thinks about comfort and excellence, that is why this program offers the most complete and high quality update, being a qualification of great flexibility by only needing a device with Internet connection to easily access the Virtual Campus from the comfort of the place where you are.

This Postgraduate Certificate takes place over 6 weeks and is divided into 1 module.

### Module 1

### The generation of advertising ideas



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

TECH offers students the opportunity to take this Postgraduate Certificate in Advertising Idea Generation entirely 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. The Generation of Advertising Ideas**

**1.1. What Does It Take to Get to the Idea**

- 1.1.1. State the Problem
- 1.1.2. Stopping to Think, the First Step to Differentiate Yourself
- 1.1.3. Think, Reflect, Think Again and So on for Several Days.
- 1.1.4. Convincing Yourself to Get There
- 1.1.5. A Creative Environment Stimulates Creativity
- 1.1.6. How Your Creativity is Contagious
- 1.1.7. Get out of the Office, Live, Enjoy
- 1.1.8. The Creative Briefing
- 1.1.9. Creative Demand
- 1.1.10. Break with the Established
- 1.1.11. The Key Word: Partnership

**1.2. Creative Thinking**

- 1.2.1. People who Have Theorized about Creative Thinking
- 1.2.2. Key Aspects to Stimulate Creative Thinking according to de Bono.
- 1.2.3. Conclusions

**1.3. Creative Process**

- 1.3.1. The Creative Concept
- 1.3.2. The Creative Strategy in Function of the Product Life Cycle
- 1.3.3. Launching Strategies

**1.4. The Advertising Creative's Software**

- 1.4.1. Actions of Creative Advertising Thinking
- 1.4.2. Phases
- 1.4.3. Possibilities of Use
- 1.4.4. Safety Rules
- 1.4.5. Thought Process

**1.5. The Creative Team**

- 1.5.1. The Copy or Copywriter
- 1.5.2. The Designer and the Art Director
- 1.5.3. The Creative Director
- 1.5.4. The Creative
- 1.5.6. Six Thinking Hats

**1.6. Rhetorical Thinking**

- 1.6.1. Most Used Rhetorical Figures
- 1.6.2. Importance of Rhetorical Figures in Commercial Communication.
- 1.6.3. Examples of Rhetorical Advertisements

**1.7. Designing with Creativity**

- 1.7.1. Image Manipulation
- 1.7.2. Production
- 1.7.3. Visual Rhetoric
- 1.7.4. Typography in Advertising

**1.8. Recommendations for Creating**

- 1.8.1. Meaningful Copy
- 1.8.2. Phrases of the Great Advertising Creatives
- 1.8.3. Recommendations of Famous Designers

**1.9. Types of Creativity**

- 1.9.1. Artistic
- 1.9.2. Scientist
- 1.9.3. Technological.
- 1.9.4. Corporate
- 1.9.6. Advertising
- 1.9.7. Designers

**1.10. Creative Profiles**

- 1.10.1. Visionaries
- 1.10.2. Experimenters
- 1.10.3. Observers
- 1.10.4. Connectors
- 1.10.5. Analytical
- 1.10.6. Collaborators
- 1.10.7. Narrators





# 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.*



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

### 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.

## 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 adapted in 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.



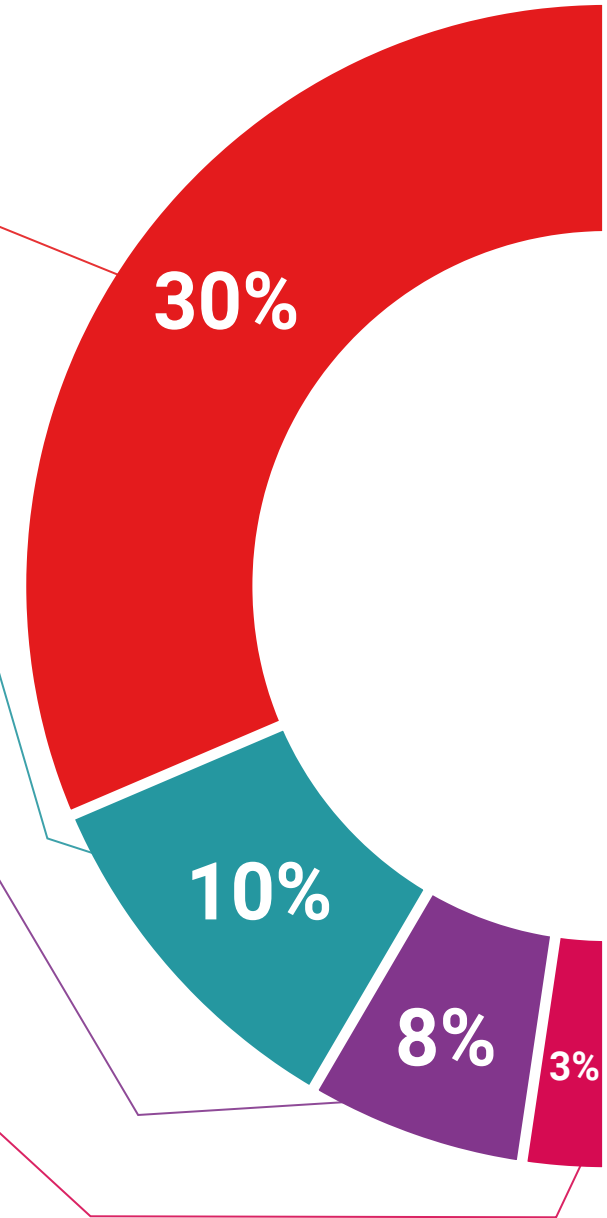
### Management Skills Exercises

They will carry out activities to develop specific executive skills in each thematic field. 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 assess and re-assess 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 Idea Generation, and you are looking for an interesting improvement in your career while you continue working, this is the program for you"*

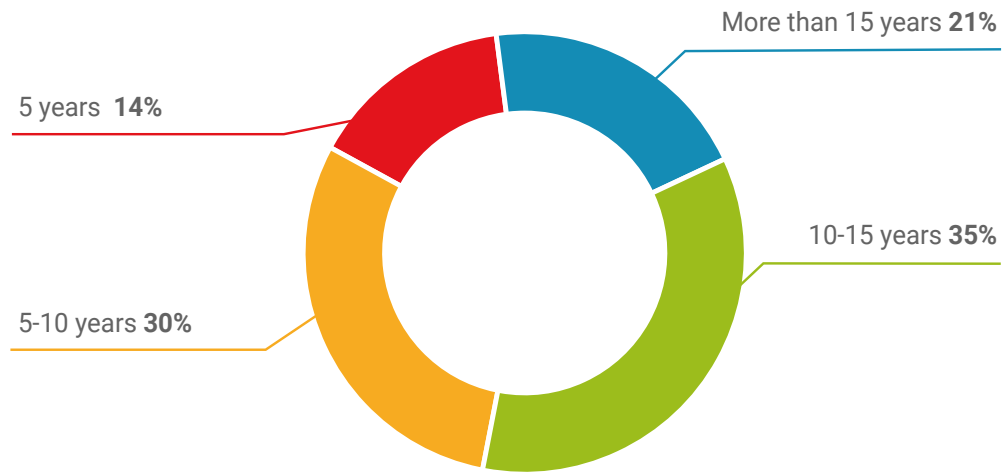
### Average Age

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

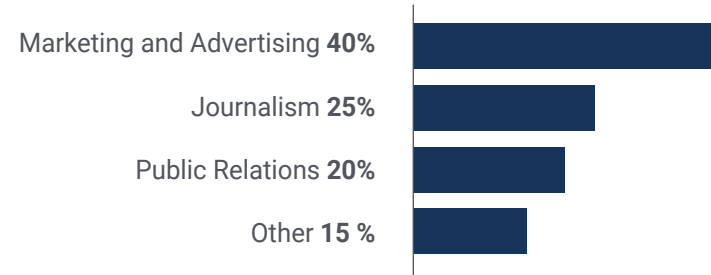
### Years of Experience

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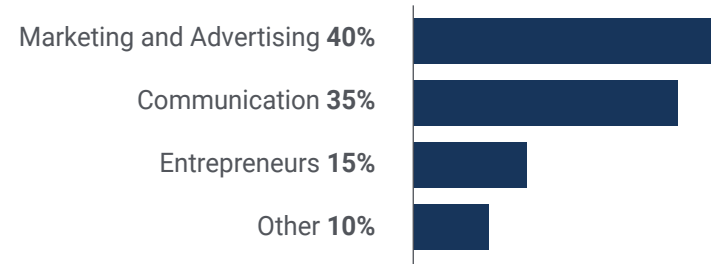
### Training

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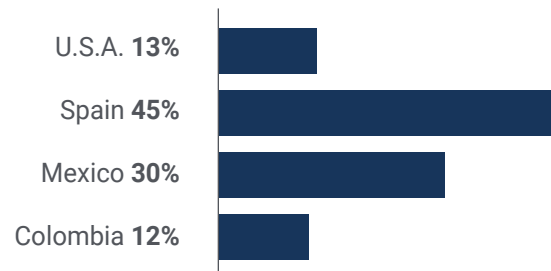
### Academic Profile

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## Geographical Distribution

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## Mario García Ruiz

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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

TECH integrates a teaching staff of great international renown, which are characterized by their robust professional experience. In that sense, these experts have created this syllabus, incorporating their specialized knowledge regarding Management in Corporate and Institutional Communication and Advertising and Consumer Affairs. In this way, they will allow students to be at the forefront in the field of Advertising. Therefore, students will have at their disposal different Didactic Resources of the highest standards, thus ensuring the success of the program.





“

*This program has a highly qualified teaching staff with an emphasis on Marketing and Branded Content”*

## 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*





09

# Impact on Your Career

This university program has been developed with the purpose of providing the graduate with the competencies and skills related to the advertising sector, where they will be able to intervene in each of the challenges that arise in the work environment. In this way, TECH emphasizes providing an education of the highest standards, focused on the excellence in each of its programs. To this end, the digital institution guarantees students a prestigious education in the use of tools to support creativity.





“

*You will strengthen your knowledge in specific areas related to image manipulation, production and visual rhetoric through 150 hours of the best theoretical, practical and additional content"*

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

TECH's Postgraduate Certificate in Advertising Idea Generation is an intensive program that prepares you to face challenges and business decisions in the field of Advertising. Its 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.

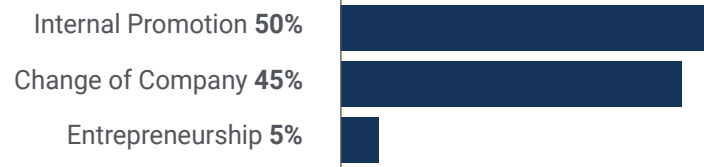
*A program created by highly distinguished faculty and with a focus on Advertising Creativity.*

*At TECH you have a qualification with great flexibility, without a fixed schedule and you will be able to present your sessions from the comfort of your home.*

#### 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.



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 education 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 Idea Generation 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 Idea Generation** 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 **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 Idea Generation**

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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