

Postgraduate Certificate Copywriting for Advertisements





Postgraduate Certificate Copywriting for Advertisements

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online
- » Aimed at: University graduates who have previously completed any of the qualifications in the fields of Social Sciences, Communication, Administrative and Business Administration.

Website: www.techtute.com/in/school-of-business/postgraduate-certificate/copywriting-advertisements

Index

01

Welcome

p. 4

02

Why Study at TECH?

p. 6

03

Why Our Program?

p. 10

04

Objectives

p. 14

05

Structure and Content

p. 18

06

Methodology

p. 24

07

Our Students' Profiles

p. 32

08

Course Management

p. 36

09

Impact on Your Career

p. 40

10

Benefits for Your Company

p. 44

11

Certificate

p. 48

01 Welcome

The annual investment of companies in online advertising does not stop growing, so this digital universe and its various channels of interaction with the user have become the target of large companies. Therefore, in order to obtain a competitive differentiation in this field, Copywriting techniques have been perfected and evolved to become essential for professionals who are dedicated to this area. This 100% online program offers graduates the opportunity to manage the most brilliant advertising projects in this environment with complete success. For this purpose, it has an advanced syllabus with a theoretical-practical approach that will allow you to create ads adapted to the main social networks, Internet search engines and e-commerce platforms.



Postgraduate Certificate in Copywriting for Advertisements.
TECH Technological University



“

*Become a real Ads specialist thanks
to the most effective Copywriting
techniques"*

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 ground-breaking 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

Thanks to this university program, the professionals will be able to increase their skills and competences for the generation of advertising projects by introducing the most effective techniques in *Copywriting*. These skills will also allow them to be aware of the most recent trends in the generation of Ads on the Internet, generating an important return for their clients. A unique opportunity for progression that students will achieve with TECH, the largest digital university in the world.



“

A 100% online Postgraduate Certificate that will lead you to become an expert in creating ads on YouTube, Instagram, Tik Tok or Google"

TECH makes the goals of their students their own goals too.

Working together to achieve them.

The **Postgraduate Certificate in Copywriting for Advertisements** will qualify the students to:

01

Reflecting on the changes between classic and new advertising

02

Learn what the figure of the *copywriter* has to do with advertising

03

Understand what a social media plan is





04

Know the step by step before writing for ads

05

Learn how to create ad copy for Youtube Ads, Facebook Ads, TikTok ads, Twitter Ads, Instagram Ads, LinkedIn Ads, Amazon Ads, Google Ads and story advertising

06

Incorporate efficient psychological techniques for writing and reaching target audiences

05

Structure and Content

The syllabus of this university proposal will lead students to obtain intensive learning in just 6 weeks of duration on current trends in online advertising and the new reality around the *copywriter* in advertising. All this, with an exquisite quality didactic material and a study plan with an orientation towards the professional improvement of the graduates in an industry that demands specialized profiles.



“

You will create Social Media plans at the level of large advertising agencies. Don't hesitate and enroll now”

Syllabus

This academic itinerary of 150 teaching hours will provide the graduates with a high level of knowledge about the current technologies used for the creation of online advertising, the relevant figure of the *copywriter* in the development and implementation of a campaign in digital environments, as well as the most effective methods of persuasive writing.

It is a program that will allow the professionals to master all aspects of the creation of Ads to also favor the management of projects and teams in large communication agencies. To do so, students will be provided with the most advanced pedagogical tools based on high quality multimedia pills, complementary readings and successful case studies that will lead the student to integrate the most effective methodologies and strategies used by large communication agencies.

A program that does not require a large number of hours of study. And thanks to the *Relearning* system used by TECH in all its programs, learning is much more agile with the continuous reiteration throughout the teaching of key concepts.

This university institution offers an excellent opportunity to obtain a Postgraduate Certificate that is at the forefront and provides flexibility for its realization. With no classroom attendance or scheduled classes, students have greater freedom to self-manage their time to access this program, without neglecting their most demanding daily responsibilities.

This Postgraduate Certificate takes place over 6 weeks and is divided into 1 modules:

Module 1

Copywriting for advertisements



Where, When and How is it Taught?

TECH offers the possibility of developing this Postgraduate Certificate in Copywriting for Advertisements 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. Copywriting for Advertisements

1.1. Classic and New Advertising

- 1.1.1. A Little History of Advertising
- 1.1.2. The New Advertising
- 1.1.3. The Technologies of the Moment and the Opportunity for Advertising
- 1.1.4. Current Trends in Online Advertising

1.2. The Copywriter in Advertising and the Social Media Plan

- 1.2.1. The Functions of a Copywriter in an Agency
- 1.2.2. Types of Copywriters
- 1.2.3. The Social Media Strategy
- 1.2.4. Great Examples of Social Media Campaigns

1.3. The Research Phase before Writing

- 1.3.1. The Ideal Customer or Buyer Persona
- 1.3.2. Why They Buy
- 1.3.3. Researching the Competition
- 1.3.4. How to Offer what the Customer is Looking For

1.4. Psychological Techniques for Writing

- 1.4.1. How to Launch the Message
- 1.4.2. How to Communicate the Price
- 1.4.3. Use R. Cialdini's Principles of Persuasion
- 1.4.4. Other Techniques that Work in Advertising
- 1.4.5. Various Tips for Writing Advertisements

1.5. Youtube Ads

- 1.5.1. Why Advertise on Youtube
- 1.5.2. Characteristics of Advertising on Youtube
- 1.5.3. Formats and Types of Ads
- 1.5.4. Script for Creating Ads on Youtube

1.6. Instagram Ads and Tik Tok Ads

- 1.6.1. Generating Conversion with Instagram Ads Copy
- 1.6.2. Real Examples of Campaigns on Instagram
- 1.6.3. Generating Conversion with the *Copy* in Tik Tok Ads
- 1.6.4. Real Examples of Tik Tok Campaigns

1.7. LinkedIn Ads and Twitter Ads

- 1.7.1. Get More Effective Ads on LinkedIn Ads
- 1.7.2. Examples to Learn From
- 1.7.3. Get More Effective Ads on Twitter Ads
- 1.7.4. Examples to learn from

1.8. Facebook Ads

- 1.8.1. How to Create a Facebook Ad
- 1.8.2. Tips for the Particularities of this Social Network
- 1.8.3. How the Copy Helps in Facebook Ads
- 1.8.4. Real Examples of Campaigns

1.9. Google Ads and Advertising in Stories

- 1.9.1. Considerations for Creating Google Ads
- 1.9.2. Examples of Ads with *Copy* that Sells on Google
- 1.9.3. Considerations for Creating Ads in *Stories*
- 1.9.4. Examples of *Stories* with *Copy* that Sells

1.10. Amazon Ads

- 1.10.1. Why Advertise on Amazon
- 1.10.2. Types of Ads on Amazon
- 1.10.3. How to Optimize Amazon Ads with *Copy*
- 1.10.4. Real Examples of Amazon Ads



“

Run great online advertising campaigns with Google Ads and succeed in the industry”

06 Methodology

This program offers students a different way of learning. Our methodology follows a cyclical learning process: **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 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 program is open to university graduates who have previously completed any of the following qualifications in the field of Social Sciences, Communication, Marketing and Public Relations.

The diversity of participants with different educational profiles and from multiple nationalities makes up the multidisciplinary approach of this program.

Likewise, it can also be taken by those professionals who, being university graduates in any area, have work experience in the field of Online Marketing.



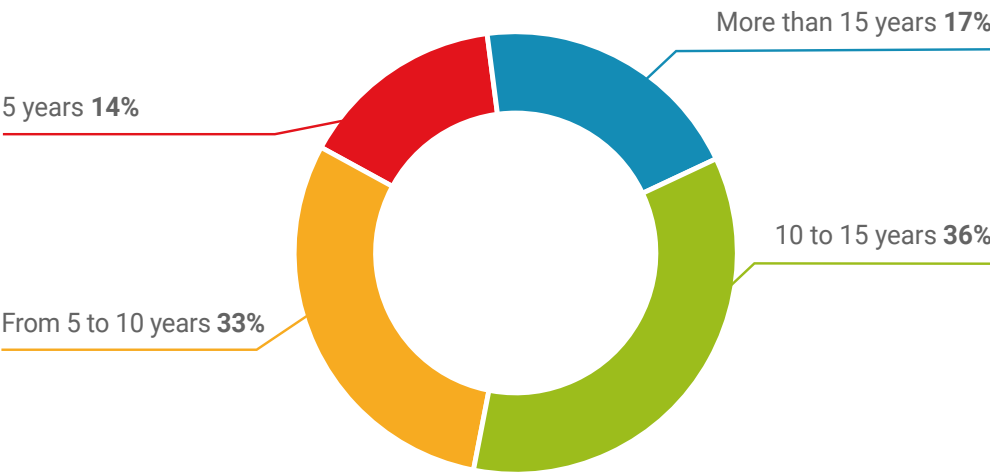
“

*Strengthen your leadership skills in the
Copywriting sector with TECH”*

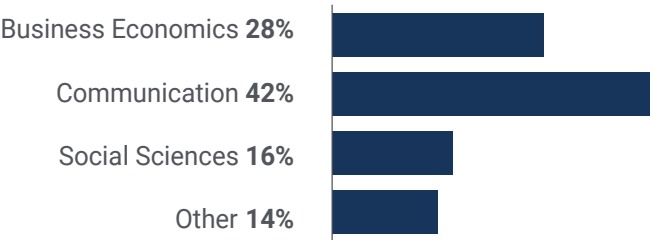
Average Age

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

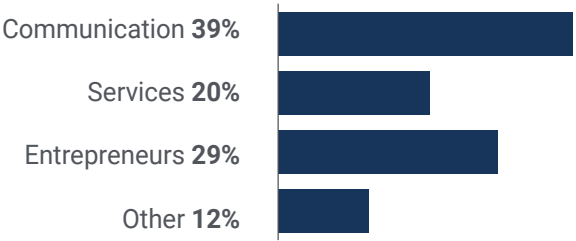
Years of Experience



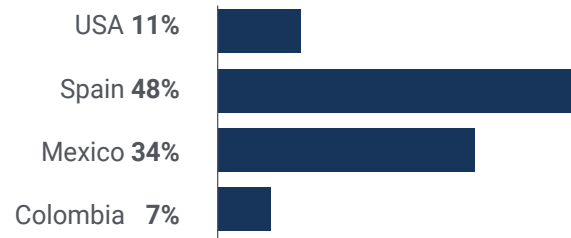
Training



Educational Profile



Geographical Distribution



Dolores Sanz

Head of Copywriting at Communication Agency

This Postgraduate Certificate allowed me to have a much broader strategic perspective and to transfer it to our clients. A work that had important results in our projects, in the growth of my agency and professional career"

08

Course Management

In its maxim to offer the highest quality education, TECH carries out a rigorous selection process of each and every one of the teachers that make up this program. The accumulated professional experience in the field of Communication and Marketing allows students to access an advanced syllabus, with case studies that will lead them to integrate the methodologies and strategies used by leading experts in the field of online advertising.



“

You will have at your fingertips a syllabus developed by Copywriting specialists with extensive professional experience in this sector"

Management



Mr. Berenguer Falcó, José

- ♦ Editor in chief at PCcomponents and copywriter for professional agencies and brands
- ♦ Innovation Consultant at Barrabés.biz
- ♦ SocialMedia and Copywriter at Cacahuete Comunicación
- ♦ Editor in Chief at Diego Coquillat.com
- ♦ Editor-in-Chief of 10 Restaurants. He is
- ♦ Layout and copywriter at Difussion Media
- ♦ SEO copywriter for several communication agencies
- ♦ Communications Director at Eco Expansion
- ♦ Head of Press and Communication of the Bar Association of Elche
- ♦ Responsible for the Communication Department of the European Center for Innovative Companies of Elche
- ♦ Graduate in Journalism



09

Impact on Your Career

This Postgraduate Certificate generates an important impact on students, since it provides a greater understanding of persuasive writing, integrating them into brand communication, sales generation and its optimization through the main tools of monitoring, evaluation and supervision. A global learning that will give a plus in the professional career of the graduates who aspire to improve their working position in this sector.



“

*Connect with the audience
in your advertising projects
and make the leap in your
professional career”*

Are you ready to take the leap?

Excellent professional development awaits you.

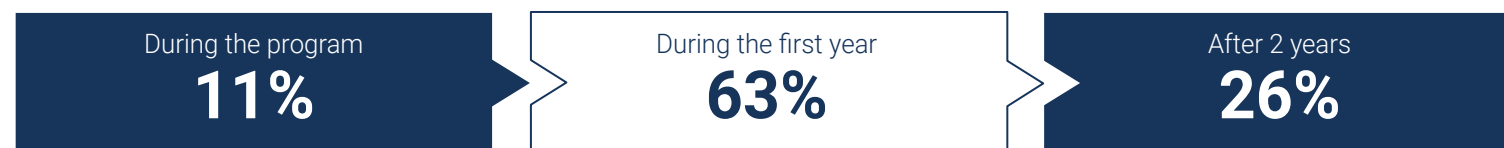
TECH's Postgraduate Certificate in Copywriting for Advertisements is an intensive program that prepares you to face challenges and business decisions in the field of Copywriting. The main objective is to promote your personal and professional growth. Helping you achieve success.

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.

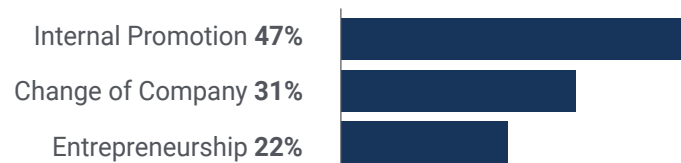
Guide and work more cohesively with copywriters and designers, creating strong, cohesive ads.

Stand out from other copywriters by creating the most impactful ads with this program.

Time of Change



Type of Change



Salary Increase

This program represents a salary increase of more than **23.14%** for our students



10

Benefits for Your Company

Online advertising focuses the great efforts of advertising agencies that require specialists in this constantly evolving field. For this reason, taking this program allows companies to have in their staff experts with solid knowledge about the creation of Ads and the latest advances in this field. Undoubtedly, benefits that will result in both projects, in the reputation of the company, as well as in customer satisfaction.



“

Guide and work more cohesively with copywriters and designers, creating solid and coherent ads"

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 Copywriting for Advertisements guarantees students, in addition to the most rigorous and up-to-date education, the access to at 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 Copywriting for Advertisements** 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 certificate 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 Copywriting for Advertisements**

Official N° of Hours: **150 h.**



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



Postgraduate Certificate

Copywriting for Advertisements

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

Postgraduate Certificate

Copywriting for Advertisements