

# Postgraduate Certificate Skills of an Advertising Creative



## Postgraduate Certificate Skills of an Advertising Creative

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

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

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# 01 Welcome

In a business context characterized by a booming digital environment, creativity has become an essential skill to ensure success. For this reason, more and more institutions are looking to incorporate innovative professionals into their organizational charts. Among the benefits that these experts generate, it is important to maintain a coherent and distinctive brand identity. In addition, they also manage to transmit corporate values to establish loyal relationships with the public. In this context, TECH launches an advanced program, designed for creative and managerial staff to develop mastery of the main virtual tools and implement effective campaigns to succeed in this area. In addition, the program uses a 100% online methodology for greater convenience and flexibility for students.



Postgraduate Certificate in Skills of an Advertising Creative  
TECH Technological University



“

*You will define the conditions that stimulate creativity and put them to the test in your company thanks to this Postgraduate Certificate"*

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

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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 (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

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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.



### 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 program has been designed to provide students with the conceptual tools and creative methods to develop successful campaigns in different formats. Likewise, the academic itinerary allows students to acquire new skills with which to reposition brands in a solvent way. In addition, the syllabus provides techniques to adapt to changes in the sector and even to periods of unemployment.



“

*Update your skills in Advertising  
Creativity through cutting-edge content  
and a variety of multimedia resources”*

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

The **Postgraduate Certificate in Skills of an Advertising Creative** 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

07

Understand how the advertising message is structured

05

Explain how creative thinking in advertising works and its strategic importance

08

Addressing key concepts in brand building

06

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

09

Know the logical steps in brand building

10

Detect the differences between a claim and a slogan

11

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





12

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

13

Learn how to plan political campaigns

05

# Structure and Content

The program in Skills of an Advertising Creative is a stimulating learning program with a duration of just over 6 weeks. Designed by a teaching staff experienced in the field, the syllabus is based on a 100% online modality to provide you with greater convenience.



“

*You will analyze real case studies and will have simulated environments to expand your theoretical and practical knowledge”*

## Syllabus

This program is focused on promoting the development of avant-garde advertising strategies that allow graduates to connect with the minds of consumers. In addition, the academic itinerary will foster the skills necessary for professionals to innovate in institutional environments that are advancing by leaps and bounds.

Through 150 hours, the program will address how to creatively apply for a job. Likewise, the syllabus will analyze the construction of brands aimed at guaranteeing the students' employment stability.

In this sense, professions related to advertising (among which Communication Management stands out) will be taken as references.

Students will acquire a comprehensive approach that will allow them to reduce stress and creative blocking situations. In addition, the syllabus will offer the keys for them to maintain a positive thinking that will contribute to their professional success.

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

### Module 1

### Skills of an Advertising Creative



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

TECH offers the possibility of developing this Postgraduate Certificate in Skills of an Advertising Creative in a totally online way. 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. Skills of an Advertising Creative**

**1.1. Professions**

- 1.1.1. Professions Related to Marketing
- 1.1.2. Professions Related to Advertising
- 1.1.3. Examples

**1.2. How to Spot Talent**

- 1.2.1. Skills Related to Advertising Creativity
- 1.2.2. Activities Related to Advertising Creativity
- 1.2.3. Examples

**1.3. How to Get a Job in Advertising Creativity**

- 1.3.1. How to Apply for a Job in a Creative Way
- 1.3.2. How to Build a Brand that Will Guarantee you Job Stability
- 1.3.3. How to Face a Period of Unemployment
- 1.3.4. How to Adapt to Changes in the Industry

**1.4. How to Act in the Workplace**

- 1.4.1. When You are Successful
- 1.4.2. When You Fail
- 1.4.3. How to Integrate

**1.5. How to Act When Your Brand Loses Credibility in the Industry**

- 1.5.1. Repositioning the Brand
- 1.5.2. Reactivate the Brand
- 1.5.3. Examples

**1.6. Trajectories of Creative People who have Become References**

- 1.6.1. Marketing Creatives
- 1.6.2. Advertising Creatives
- 1.6.3. Examples

**1.7. Company Trajectories that are a Reference**

- 1.7.1. Companies and Marketing Departments
- 1.7.2. Advertising Companies
- 1.7.3. Examples

**1.8. How to Succeed**

- 1.8.1. What is Success
- 1.8.2. Think Well and You Will Be Right
- 1.8.3. Examples

**1.9. How is the Life of the Creative**

- 1.9.1. At Work
- 1.9.2. Outside of Work
- 1.9.3. Conclusions

**1.10. How to Enjoy the Creative Profession**

- 1.10.1. Passion for Creativity
- 1.10.2. Managing Stress and Creative Block
- 1.10.3. Cultivating Personal Creativity



25,423 Pageviews

Structure and Content | 25 **tech**

3.32 Pages/Visit

### Traffic Sources Overview



### Visitors Overview



# 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 program is aimed at university graduates and postgraduates who have previously completed any of the qualifications in the field of Social and Legal Sciences, Administration and Business Administration.

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

The program is also open to professionals who, being university graduates in any area, have two years of work experience in the field of communication.





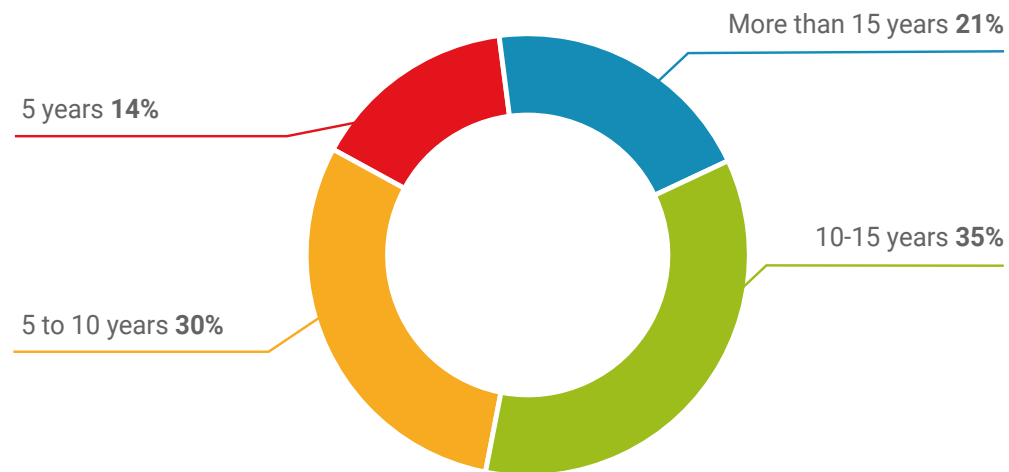
“

*If you have experience in Marketing and are looking for innovative solutions, this is the program for you"*

### Average Age

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

### 2 Years of Experience



### Training

Marketing and Advertising **40%**

Journalism **25%**

Public Relations **20%**

Others: **15%**



### Academic Profile

Marketing and Advertising **40%**

Communication **35%**

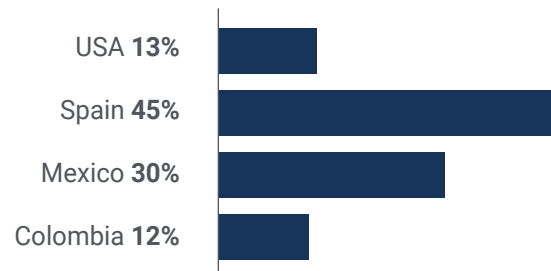
Entrepreneurs **15%**

Other **10%**



## Geographical Distribution

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## Manuel Hernández Gutiérrez

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Journalist and Social Media

*"I would like to extend my gratitude to the teaching team and everyone involved in the Advertising Creative Postgraduate Certificate. Their commitment and expertise have made this program a valuable experience. I'm excited to face the challenges of the industry!"*

08

# Course Management

In its premise of offering students educational excellence, TECH has carefully selected a teaching staff with international prestige for this university program. The professionals who make up the program's faculty are characterized by their extensive work experience. In this way, the didactic materials of this program provide a realistic vision of the reality faced by advertising creatives and executives.





“

*Unleash your creativity with the support  
of the best experts in advertising.  
Aspire to the top with TECH!”*

## 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. Pino Toboso, Esther

- ♦ Director at Creative Director and Illustrator
- ♦ Co-founder of Creative Director & Illustrator
- ♦ Freelance writer at Naming
- ♦ Creative director at DoubleYou
- ♦ Degree in Advertising and Public Relations at the Barcelona University
- ♦ Postgraduate Certificate in Teaching from the Alcalá University





09

# Impact on Your Career

This program is a first class educational experience, which will raise the professional horizons of the graduates. After this complete program, they will be qualified to embark on a new professional career in booming industries such as Content Manager.





“

*A syllabus made by specialists and a teaching material of the highest level are the key to a successful professional career"*

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

The Postgraduate Certificate in Skills of an Advertising Creative from TECH is an intensive program that prepares you to face challenges and business decisions in the field of Marketing. 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 interact with the best, this is the place for you.

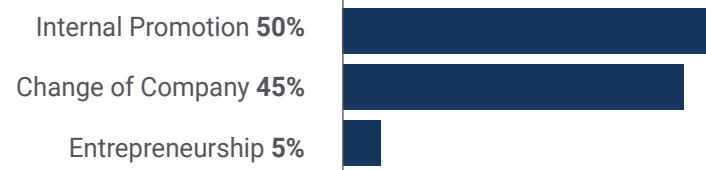
*A unique, key, and decisive educational experience to boost your professional development.*

*You will experience immediate career advancement. Bet on TECH!*

#### 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 training and university 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 Skills of an Advertising Creative 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 Skills of an Advertising Creative** contains the most complete and up-to-date program on the market.

After the students has passed the assessments, they will receive their corresponding **Postgraduate Certificate** diploma 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 Skills of an Advertising Creative**

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 Skills of an Advertising Creative

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

# Postgraduate Certificate Skills of an Advertising Creative

