

Postgraduate Diploma Advertising Creativity





Postgraduate Diploma Advertising Creativity

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

Website: www.techtute.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-advertising-creativity

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. 20

06

Methodology

p. 26

07

Our Students' Profiles

p. 34

08

Impact on Your Career

p. 38

09

Benefits for Your Company

p. 42

10

Certificate

p. 46

01

Welcome

One of the most demanded characteristics for a creative director is their ambition to constantly improve their work, pushing the limits to achieve a communication that surprises and engages the audience on the receiving end of the message. In the field of advertising, originality and ingenuity is also necessary, since the forms of communication with the public are constantly changing thanks to social networks. This program teaches students to assume the role of creative leader, in addition to providing them with the tools with which to tackle large-scale projects in an efficient and effective manner. A program that will undoubtedly raise the professional and salary expectations of its students



Postgraduate Diploma in Advertising Creativity
TECH Technological University



“

Become a creative leader with innovative and fresh ideas thanks to the methodology of this high-quality Postgraduate Diploma”

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:



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 (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

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 studies in the academic community"

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

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

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

This Postgraduate Diploma in Advertising Creativity will help students to improve their skills and knowledge in order to create an advertising message that improves the results of the company, all through using the most innovative tools. In this sense, the program encompasses all the necessary aspects to ensure that it rigorously complies with the profile that companies are looking for in this type of professional. After completing the program, the student will be able to develop a corporate identity that transmits the values and goals of a company



“

Use information and communication technologies and techniques in the different combined and interactive media or media systems”

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

The **Postgraduate Diploma in Advertising Creativity** prepares students to:

01

Understand the structure and transformation of today's society in relation to the elements, forms and processes of advertising and public relations communication

04

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

02

Encouraging creativity and persuasion through different media and communication media

05

Knowledge of the fields of advertising and public relations and their processes and organizational structures

03

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

06

Identify the professional profiles of advertising and public relations professionals, as well as the main skills required in the performance of their professional practice

07

Identify the fundamental principles of human creativity and its application in the manifestations of persuasive communication

10

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

08

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

11

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

09

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

12

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

13

Have the ability to carry out the role of a creative editor within an advertising agency or advertising department in a company or institution

14

Understand the nature and communicative potential of images and graphic design

15

Know the creative advertising process





16

Prepare advertising pieces in due time and form according to the specifications of the different advertising and public relations genres

17

Have the ability to perform the professional role of art director within an advertising agency or an advertising department of a company or institution

18

Participate in the creation of audiovisual advertising

05

Structure and Content

In order to comply with the high standard of this sector, this program has been developed to ensure that students reach their full potential, using the latest technologies and informative techniques in the different forms of media, taking on the role of creative leader within the advertising industry. In this way, 6 months of learning can be completed in a unique and stimulating way, following practical examples and the guidance of a teaching staff specialized in this area



“

Creativity is an area that requires professionals with a high level of specialization and skill. Learn how to be a creative expert and lead teams in the best companies in the sector”

Syllabus

An art director must have the ability to constantly improve their work, so they are required to explore the limits of communication to surprise and catch the receiver of their message. In this sense, they can be compared to an artisan who kneads a message to make it palatable to the consumer. With the program of Postgraduate Diploma in Advertising Creativity, we aim to instil in the students the need for concern towards the field of graphic design advertising and art management in order to never stop improving as a visual communicator

Through experience, students will learn how to develop the knowledge required to advance in this field of work. This learning program manages to combine distance learning and practical teaching, offering you a unique option to boost your professional profile, both nationally and internationally

Throughout 450 hours of learning, the student will analyze a multitude of case studies through individual and teamwork. Therefore, you will be able to understand and assimilate your persuasive abilities through the different media and communication supports. This will help you recognize the elements and processes of advertising languages, raising your profile as a creative leader of *high standing*. The goal of this program is to offer theories and techniques to overcome prejudices, develop imagination and awaken an attitude to generate original ideas in any communicative sphere

This Postgraduate Diploma takes place over 6 months and is divided into 3 modules:

Module 1

Creativity in Communication

Module 2

Advertising Creativity I: Copywriting

Module 3

Advertising Creativity II: Art Direction



Where, When and How is it Taught?

TECH offers you the possibility of taking this program completely online. Throughout the 6 months of training, 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. Creativity in Communication

1.1. To Create is to Think

- 1.1.1. The Art of Thinking
- 1.1.2. Creative Thinking and Creativity
- 1.1.3. Thought and Brain
- 1.1.4. The Lines of Research on Creativity: Systematization

1.2. Nature of the Creative Process

- 1.2.1. Nature of Creativity
- 1.2.2. The Notion of Creativity: Creation and Creativity
- 1.2.3. The Creation of Ideas for Persuasive Communication
- 1.2.4. Nature of the Creative Process in Advertising

1.3. The Invention

- 1.3.1. Evolution and Historical Analysis of the Creation Process
- 1.3.2. Nature of the Classical Canon of the Invention
- 1.3.3. The Classical View of Inspiration in the Origin of Ideas
- 1.3.4. Invention, Inspiration, Persuasion

1.4. Rhetoric and Persuasive Communication

- 1.4.1. Rhetoric and Advertising
- 1.4.2. The Rhetorical Parts of Persuasive Communication
- 1.4.3. Rhetorical Laws and Functions of Advertising Language

1.5. Creative Behavior and Personality

- 1.5.1. Creativity as a Personal Characteristic, as a Product and as a Process
- 1.5.2. Creative Behavior and Motivation
- 1.5.3. Perception and Creative Thinking
- 1.5.4. Elements of Creativity

1.6. Creative Skills and Abilities

- 1.6.1. Thinking Systems and Models of Creative Intelligence
- 1.6.2. Three-Dimensional Model of the Structure of the Intellect According to Guilford
- 1.6.3. Interaction Between Factors and Intellectual Capabilities
- 1.6.4. Creative Skills
- 1.6.5. Creative Capabilities

1.7. The Phases of the Creative Process

- 1.7.1. Creativity as a Process
- 1.7.2. The Phases of the Creative Process
- 1.7.3. The Phases of the Creative Process in Advertising

1.8. Troubleshooting

- 1.8.1. Creativity and Problem Solving
- 1.8.2. Perceptual Blocks and Emotional Blocks
- 1.8.3. Methodology of Invention: Creative Programs and Methods

1.9. The Methods of Creative Thinking

- 1.9.1. *Brainstorming* as a Model for Idea Creation
- 1.9.2. Vertical Thinking and Lateral Thinking
- 1.9.3. Methodology of Invention: Creative Programs and Methods

1.10. Creativity and Advertising Communication

- 1.10.1. The Creative Process as a Specific Product of Advertising Communication
- 1.10.2. Nature of the Creative Process in Advertising: Creativity and the Creative Advertising Process
- 1.10.3. Methodological Principles and Effects of Advertising Creation
- 1.10.4. Advertising Creation: From Problem to Solution
- 1.10.5. Creativity and Persuasive Communication

Module 2. Advertising Creativity I: Copywriting
2.1. Writing Concept

- 2.1.1. Writing and Editing
- 2.1.2. Copywriting and Thought
- 2.1.3. Copywriting and Order

2.2. Fundamentals of Advertising Copywriting

- 2.2.1. Correction
- 2.2.2. Adaptation
- 2.2.3. Efficiency

2.3. Characteristics of Copywriting

- 2.3.1. Nominalization
- 2.3.2. Destructuring
- 2.3.3. Expressive Concentration

2.4. Text and Image

- 2.4.1. From Text to Image
- 2.4.2. Text Functions
- 2.4.3. Image Functions
- 2.4.4. Relationship Between Text and Imaging

2.5. Brand and Slogan

- 2.5.1. The Brand
- 2.5.2. Brand Characteristics
- 2.5.3. The Slogan

2.6. Direct Advertising

- 2.6.1. The Brochure
- 2.6.2. The Catalogue
- 2.6.3. Other Annexes

2.7. Press Advertising: The Large Format Advertisement

- 2.7.1. Newspapers and Magazines
- 2.7.2. Superstructure
- 2.7.3. Formal Characteristics
- 2.7.4. Editorial Characteristics

2.8. Press Advertising: Other Formats

- 2.8.1. Word Advertisements
- 2.8.2. Superstructure
- 2.8.3. The Claim
- 2.8.4. Superstructure

2.9. Outdoor Advertising

- 2.9.1. Formats
- 2.9.2. Formal Characteristics
- 2.9.3. Editorial Characteristics

2.10. Radio Advertising

- 2.10.1. Radio Language
- 2.10.2. The Radio Spot
- 2.10.3. Superstructure
- 2.10.4. Wedge Types
- 2.10.5. Formal Characteristics

2.11. Audiovisual Advertising

- 2.11.1. The Image
- 2.11.2. The Text
- 2.11.3. Music and Sound Effects

- 2.11.4. Advertising Formats
- 2.11.5. The Script
- 2.11.6. The Storyboard

Module 3. Advertising Creativity II: Art Direction
3.1. Subjects and Object of Advertising Graphic Design

- 3.1.1. Related Professional Profiles
- 3.1.2. Academic Context and Competencies
- 3.1.3. Advertiser and Agency

3.2. Creative Direction and Creative Idea

- 3.2.1. Creative Process
- 3.2.2. Types of Creative Processes
- 3.2.3. Art Direction and Formal Idea

3.3. The Role of the Art Director

- 3.3.1. What is Art Direction?
- 3.3.2. How Does Art Direction Work?
- 3.3.3. The Creative Team
- 3.3.4. The Role of the Art Director

3.4. Fundamentals of Advertising Graphic Design

- 3.4.1. Design Concepts and Design Standards
- 3.4.2. Trends and Styles
- 3.4.3. Design Thinking, Process and Management
- 3.4.4. Scientific Metaphor

3.5. Methodology of Advertising Graphics

- 3.5.1. Graphic Creativity
- 3.5.2. Design Process
- 3.5.3. Communication and Aesthetics

3.6. Graphic Strategy

- 3.6.1. Apprehension Form
- 3.6.2. Graphic Message
- 3.6.3. Aesthetic State

3.7. Graphic Architecture

- 3.7.1. Typometry
- 3.7.2. Graphic Spaces
- 3.7.3. Reticle
- 3.7.4. Pagination Standards

3.8. Final Arts

- 3.8.1. Final Arts
- 3.8.2. Processes
- 3.8.3. Systems

3.9. Creation of Advertising Graphic Supports

- 3.9.1. Publigrphy
- 3.9.2. Organizational Visual Image (OVI)

3.10. Graphic Advertisements

- 3.10.1. Packaging
- 3.10.2. Websites
- 3.10.3. Corporate Image in Web Pages

06

Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning.**

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.





“

Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"

TECH Business School uses the Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

“

At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world”



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



A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and business reality is taken into account.

“

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

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They must integrate all their knowledge, research, argue and defend their ideas and decisions.

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

Relearning Methodology

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

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

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

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our online business school is the only one in the world licensed to incorporate this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



Management Skills Exercises

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



Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.





Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best senior management specialists in the world.



Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



07

Our Students' Profiles

The Postgraduate Diploma is aimed at university graduates who have previously completed any of the following degrees in design, advertising business, audiovisual communication or any other branch related to the area of this field of work

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





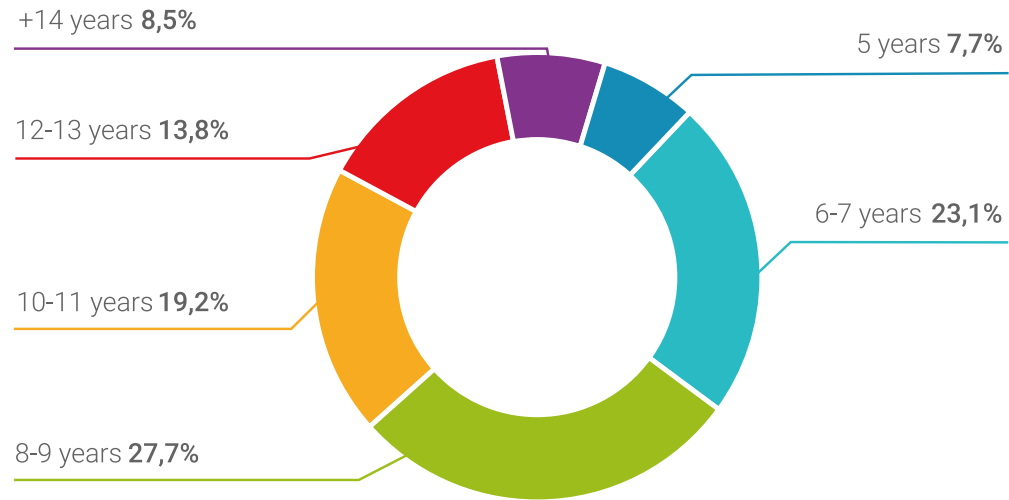
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Assume the role of a creative editor within an advertising agency or advertising department in a company or institution”

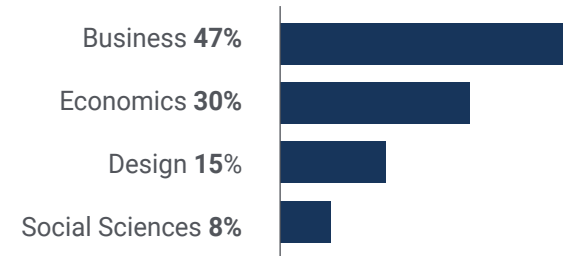
Average Age

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

Years of Experience



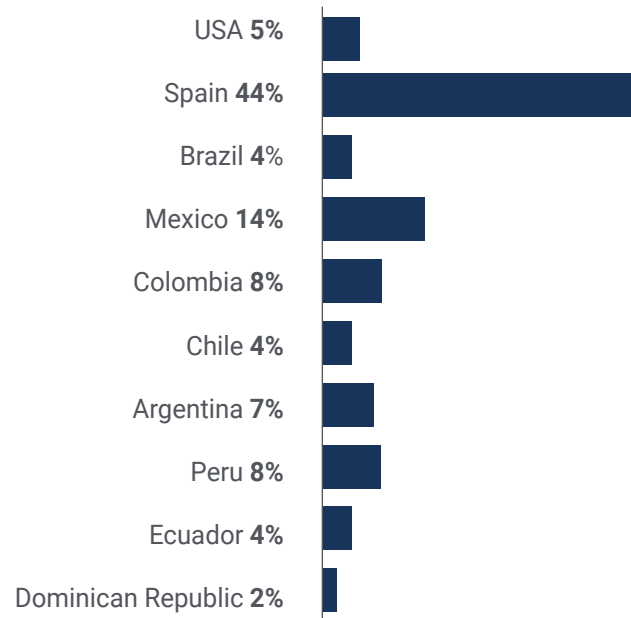
Training



Academic Profile



Geographical Distribution



Ana Sofia Gallo

Editor and media analyst

"This program has become a before and after in developing my communication strategies. I have learned at my own pace and that has helped me to implement the knowledge in my work, being able to quickly improve my performance and that of the department"

08

Impact on Your Career

We are aware that studying a program like this entails great economic, professional and, of course, personal investment. For this reason, the ultimate goal will always be to provide all the necessary tools and an innovative methodology to motivate students in each class. This will guarantee a satisfactory labor insertion in a sector that demands quality and excellence



“

Identify the professional profiles of the advertising and public relations professionals, as well as the main skills required in the performance of their professional practice”

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

TECH's Postgraduate Diploma in Advertising Creativity is an intensive program that prepares future graduates to face challenges and business decisions in the field of creative advertising communication. Its main objective is to promote the student's personal and professional growth, helping them to achieve success

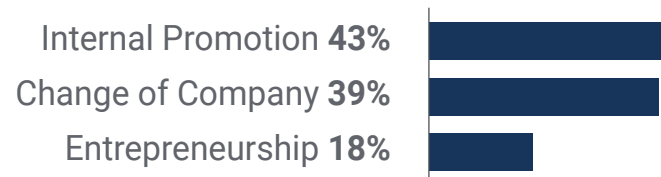
A pathway to education and professional growth that will propel you towards greater competitiveness in the labor market.

Achieve the positive change you need to boost your career and profession with the Postgraduate Diploma in Advertising Creativity.

When the change occurs



Type of change



Salary increase

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



09

Benefits for Your Company

The Postgraduate Diploma in Advertising Creativity helps raise the organization's talent to its maximum potential by training 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



“

You will be able to take the lead in the advertising department of any company you set your mind to"

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 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 manager can 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 Diploma will equip your professionals with the skills to take on new challenges and thus drive the organization forward.

10 Certificate

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

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

Title: **Postgraduate Diploma in Advertising Creativity**

Official N° of Hours: **450 h.**



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



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- » Exams: **online**

Postgraduate Diploma Advertising Creativity

