# Postgraduate Diploma
## Advertising Law



*tech* technological university

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## Advertising Law

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

Website: **www.techtitute.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-advertising-law**

# Index

# 01
# Welcome

This program in Advertising Law is a highly qualified tool for students to acquire advanced knowledge in the legal aspects that regulate advertising and public relations activities. In this way, you will learn to identify the professional profiles of advertising and public relations professionals, as well as the main skills required in the performance of their professional practice, framing their practice based on current regulations. The curriculum provides an overview of the fundamentals of the advertising system and its effects on society, reflecting on the following questions: what is law? Why is it necessary to have rules to regulate behavior? how is it structured? What are its purposes? And what kind of regulations affect the world of advertising? This is complemented by a foundation in legal principles, addressing in depth the regulatory framework governing advertising, the role of self-regulation in this sector, unlawful or unfair advertising and the most commonly used contracts.

Postgraduate Diploma in Advertising Law.
TECH Technological University

" *Become an expert in the regulatory framework that regulates the world of advertising and deal with illegal or unfair advertising in any agency in the sector"*

# 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 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 studies in the academic community"*

# 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.*

# Objectives

This program is designed for students to strengthen their leadership skills in applied advertising law, developing new competencies and enhancing their skills for academic and professional growth in an environment that is increasingly facing issues that have redefined advertising strategies from scratch. As a result, after completing the program, the professional will be able to make the right decisions with a global approach, from an innovative perspective and an international vision.

*"You will learn to solve problems and practical cases related to the application of the principles of law in advertising, handling the legal sources and the interpretation of their texts correctly"*

**TECH makes the goals of their students their own goals too.
We work together in order to achieve them.**

The **Postgraduate Diploma in Advertising Law** will enable the students to:

**01** Gain knowledge about the fields of advertising and public relations and their processes and organizational structures

**04** Get to know how to apply creative processes in the field of communication, especially in the field of advertising and public relations

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

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

**05** Know how to describe the structure of advertising agencies

**06** Identify the processes and organizational structures of the advertising and public relations process

**08** Understand the structure of the media and their main formats, as expressions of the lifestyles and cultures of the societies in which they perform their public function

**09** Recognize the sociological, economic and legal aspects that influence advertising communication and the development of public relations

**07** Recognize the structure and transformation of today's society as it relates to the elements, forms and processes of advertising and public relations communication

**10** Be able to deal with the informative treatment of scientific advances in a comprehensible and effective manner

**11** Relate advertising and public relations in a coherent manner with other social and human sciences

**13** Understand the main debates and media events arising from the current situation and how they are generated and disseminated according to communication strategies and interests of all kinds
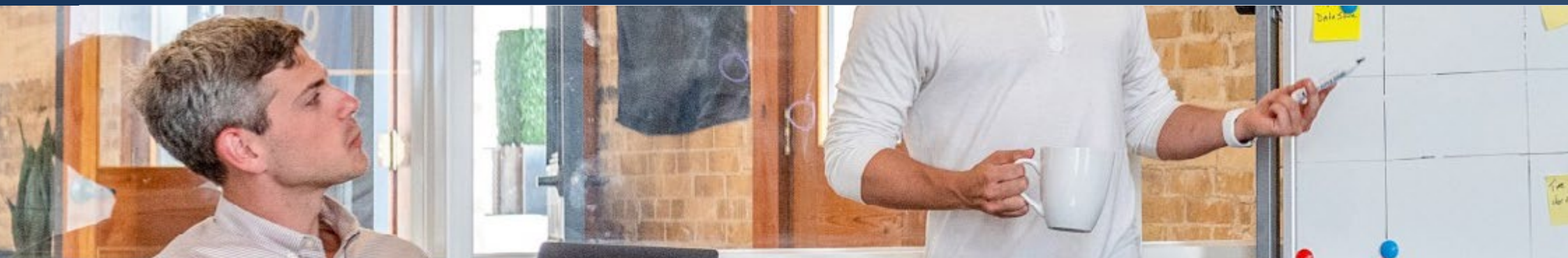
**12** Solve problems and practical cases related to the application of the principles of law, handling the legal sources and the interpretation of their texts correctly

**14** Identify the methods and problems of the different branches of research in the field of Communication Sciences

**15** Analyze the advertising message with the objective of developing advertising free from social discrimination, making use of professional ethics

**17** Understand the legal aspects that regulate advertising and public relations activities

**16** Gain knowledge about the ethical framework of the advertising and public relations profession

**18** Know the scope and limits of the right of publicity

## 05
# Structure and Content

The syllabus of this Postgraduate Diploma includes a structured program based on the legal aspects that affect advertising, knowing its fundamentals and introducing the student to the basics of law to apply the regulations successfully. In this way, through a complete journey through 3 modules with quality and up-to-date content prepared by experts, the professionals will achieve the proposed objectives, obtaining a professional and personal growth that will allow them to carry out the indicated functions, mastering the legal framework that regulates advertising

*"You will analyze the advertising message with the objective of elaborating campaigns far from social discrimination, making use of professional ethics without infringing on issues that would give in a wrong message"*

## Syllabus

The Postgraduate Diploma in Advertising Law of TECH Technological University is an intensive program that prepares the student to master the legal framework that regulates advertising.

The content of the Postgraduate Diploma is designed to promote the development of managerial skills that allow the student to make decisions with greater rigor in uncertain environments, facing the business challenges that may arise in the field of advertising.

Throughout 450 hours of preparation, the student will analyze a multitude of practical cases through individual work. It is, therefore, an authentic immersion in real business situations, which will position the professional's profile.

In this way, the Postgraduate Diploma focuses on the theory of advertising from a legal perspective, introducing the professional in law applied to this influential sector. A curriculum designed to specialize business professionals and orient them towards this sector from a strategic, international and innovative perspective.

Therefore, this program is designed for students, focused on their professional improvement, preparing them to achieve excellence in an environment with its own language that should not fall into the search for impact by incurring in unfair advertising, with innovative content based on the latest trends, and supported by the best educational methodology and an exceptional faculty, which will give them the skills to develop in this environment successfully.

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

| Module 1 | Advertising Theory |
| --- | --- |
| Module 2 | Introduction to Law |
| Module 3 | Advertising Law |

## Where, When and How is it Taught?

TECH offers the possibility of developing this Postgraduate Diploma in Advertising Law completely online. Over the course of 12 months, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time.

*Delve into the study of cybersecurity and manage to prevent computer attacks in your company.*

## Module 1. Advertising Theory

### 1.1. Advertising Theory
1.1.1.  Introduction
1.1.2.  Basic Notions on Advertising and Marketing
1.1.3.  Advertising, Public Relations and Publicity
1.1.4.  Dimensions and Social Scope of Contemporary Advertising
1.1.5.  Successful Advertising: KFC

### 1.2. History of Advertising
1.2.1.  Introduction
1.2.2.  Origin
1.2.3.  The Industrial Revolution and Advertising
1.2.4.  The Development of the Advertising Industry
1.2.5.  Advertising in the Internet World
1.2.6.  Successful Advertising: Coca- Cola Case Study

### 1.3. Advertising and its Protagonists I: The Advertiser
1.3.1.  Introduction
1.3.2.  How the Advertising Industry Works
1.3.3.  Types of Advertisers
1.3.4.  Advertising in the Company's Organization Chart
1.3.5.  Successful Advertising: Facebook Case Study

### 1.4. Advertising and its Protagonists II: Advertising Agencies
1.4.1.  Introduction
1.4.2.   The Advertising Agency: Advertising Communication Professionals
1.4.3.  The Organizational Structure of Advertising Agencies
1.4.4.  Types of Advertising Agencies
1.4.5.  Fee Management in Advertising Agencies
1.4.6.  Successful Advertising: Nike

### 1.5. Advertising and its Protagonists III: The Advertising Receiver
1.5.1.  Introduction
1.5.2.  The Advertising Recipient and its Context
1.5.3.  The Advertising Recipient as a Consumer
1.5.4.  Needs and Desires in Advertising
1.5.5.  Advertising and Memory: on Advertising Effectiveness
1.5.6.  Successful Advertising: Ikea Case Study

### 1.6. The Advertising Creation Process I: From the Advertiser to the Media
1.6.1.  Introduction
1.6.2.  Preliminary Aspects of the Advertising Creation Process
1.6.3.  The Advertising Brief or Communication Brief
1.6.4.  Creative Strategy
1.6.5.  Media Strategy
1.6.6.  Successful Advertising: Apple

### 1.7. The Advertising Creation Process II: Creativity and Advertising
1.7.1.  Introduction
1.7.2.  Fundamentals of Advertising Creative Work
1.7.3.  Advertising Creativity and its Communicative Statute
1.7.4.  Creative Work in Advertising
1.7.5.  Successful Advertising: Real Madrid Case Study

### 1.8. The Advertising Creation Process III: Ideation and Development of the Advertising Manifesto
1.8.1.  Introduction
1.8.2.  Creative Conception and Strategy
1.8.3.  The Creative Conception Process
1.8.4.  The Ten Basic Ways of Creativity According to Lluis Bassat: Advertising Genres
1.8.5.  Advertising Formats
1.8.6.  Successful Advertising: McDonalds

### 1.9. Advertising Media Planning
1.9.1.  Introduction
1.9.2.  Media and Planning
1.9.3.  Advertising Media and their Classification
1.9.4.  Media Planning Tools
1.9.5.  Successful Advertising: Pepsi

### 1.10. Advertising, Society and Culture
1.10.1. Introduction
1.10.2. The Relationship between Advertising and Society
1.10.3. Advertising and Emotions
1.10.4. Advertising, Subjects and Things
1.10.5. Successful Advertising: Burger King

## Module 2. Introduction to Law

### 2.1. Law and Legal Standards
2.1.1. Concept of Law
2.1.2. Concept of Duty
2.1.3. The Standard

### 2.2. Classification of Legal Standards
2.2.1. Criteria
2.2.2. Classification

### 2.3. Sources of Law
2.3.1. Formal Sources
2.3.2. Real Sources
2.3.3. Historical Sources

### 2.4. Meanings of the Term Law
2.4.1. Positive Law and Current Law
2.4.2. Objective and Subjective Law
2.4.3. Real Right and Personal Right

### 2.5. Normative Language
2.5.1. Concepts of Law, Standard and Rule
2.5.2. Notes that Distinguish the Normative Systems

### 2.6. The State and Law
2.6.1. Concepts of Justice
2.6.2. State and its Elements
2.6.3. Mexican State

### 2.7. Law as a Science
2.7.1. Special Legal Disciplines
2.7.2. Auxiliary Legal Disciplines

### 2.8. Events and Legal Acts
2.8.1. Legal Assumptions
2.8.2. Concept of Legal Fact
2.8.3. Concept of Legal Acts

### 2.9. Subjects of Law
2.9.1. Individual
2.9.2. Legal Entity
2.9.3. Attributes of Individuals

### 2.10. Legal Interpretation
2.10.1. Concept of Legal Technique
2.10.2. Interpreting Methods
2.10.3. Rules of Interpretation

## Module 3. Advertising Law

### 3.1. Basic Notions of the Advertising Law
3.1.1. Concept and Emergence of the Law of Advertising
3.1.2. Subjects of the Advertising Relationship
3.1.3. Personality Rights
3.1.4. Advertising Work, Intellectual and Industrial Property
3.1.5. Other Forms of Protection of Advertising Work

### 3.2. Sources of Advertising Law
3.2.1. Legal System and Rules
3.2.2. Sources of Advertising Law
3.2.3. Limits to the Effectiveness of Rules

### 3.3. Unlawful Advertising
3.3.1. Advertising of Minors
3.3.2. Subliminal Advertising
3.3.3. Advertising Contrary to the Specific Regulations
3.3.4. Advertising Offense

### 3.4. Unfair Advertising
3.4.1. Misleading Advertising
3.4.2. Unfair Advertising
3.4.3. Covert Advertising
3.4.4. Aggressive Advertising
3.4.5. Comparative Advertising

### 3.5. Advertising Agreement
3.5.1. Legal Regime
3.5.2. Birth of the Contract
3.5.3. Ineffectiveness
3.5.4. Noncompliance
3.5.5. Common Provisions Specific to Advertising Agreements

### 3.6. The Advertising Creation Agreement
3.6.1. Concept
3.6.2. Characters
3.6.3. Contents
3.6.4. Noncompliance
3.6.5. Extinction

### 3.7. The Advertising Broadcasting Agreement
3.7.1. Concept
3.7.2. Characters
3.7.3. Contents
3.7.4. Noncompliance
3.7.5. Extinction

### 3.8. The Sponsorship Agreement
3.8.1. Concept
3.8.2. Characters
3.8.3. Contents
3.8.4. Noncompliance
3.8.5. Extinction

### 3.9. Advertising Ethics and Self-Regulation
3.9.1. Advertising Deontology: Concept and Objective
3.9.2. Value of the Codes of Conduct
3.9.3. Self-Control

### 3.10. The Importance of Advertising and the Need for its Regulation
3.10.1. The Alternative to Self-Regulation
3.10.2. Benefits and Advantages of Self-Regulation
3.10.3. The Current Status of Self-Regulation

# Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning.**
This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.

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

**TECH Business School uses the Case Study
to contextualize all content**

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

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



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

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

## A learning method that is different and innovative

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

" 

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

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

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

## Relearning Methodology

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

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

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

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

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

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

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.

30%

10%

8%

3%

**30%**

**15%**

**4%**

### 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.

# Our Students' Profiles

This Postgraduate Diploma is aimed at bachelor graduates, diplomates and graduates who have previously completed degrees related to the field of Social and Legal Sciences, Administration and Economics, as well as those graduates of other related branches with experience in this sector, who need to delve into the legal foundations that affect the advertising environment. Professionals who, being university graduates in any area, have two years of work experience in a related field, may also take the Postgraduate Diploma. This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities.

"

*Thanks to this TECH Postgraduate Diploma, you will gain in-depth knowledge of the deontological framework of the advertising and public relations profession"*

## Average Age

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

## Years of Experience

+14 years **8.4%**

12 - 13 years **14%**

5 years **8%**

6 - 7 years **23.7%**

10 - 11 years **18.9%**

8 - 9 years **27%**

## Training

Economics Business **20%**

Journalism and Communication **35%**

Social Sciences **15%**

Law **30%**

## Academic Profile

Publicists **35%**

Legal Advisors **22%**

Marketing and Communication **28%**

Entrepreneurs **15%**
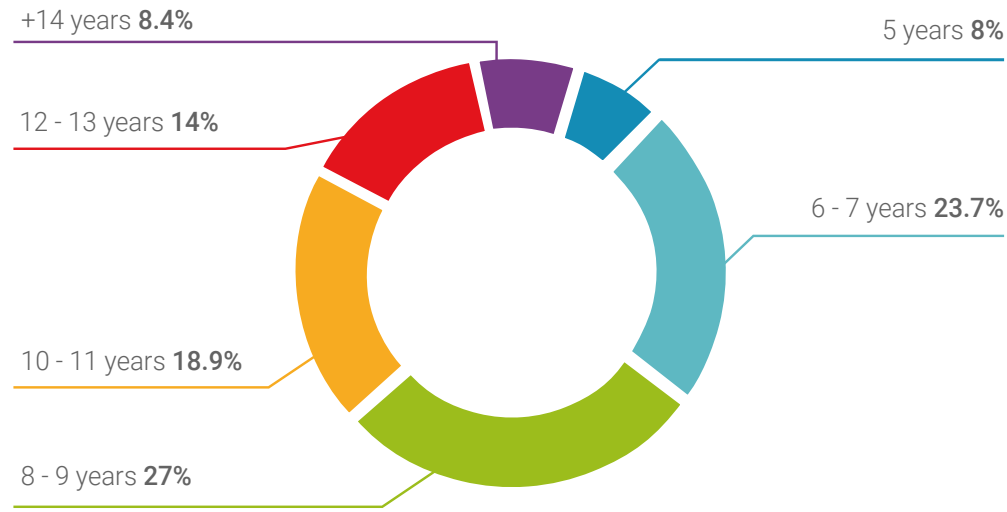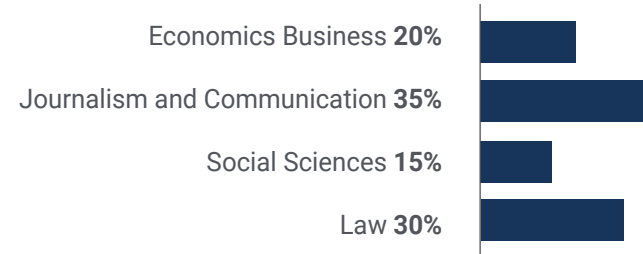
## Geographical Distribution

| | |
|---|---|
| USA **5%** | |
| Spain **44%** | |
| Brazil **4%** | |
| Mexico **14%** | |
| Colombia **8%** | |
| Argentina **7%** | |
| Chile **4%** | |
| Peru **8%** | |
| Ecuador **4%** | |
| Rep. Republic **2%** | |
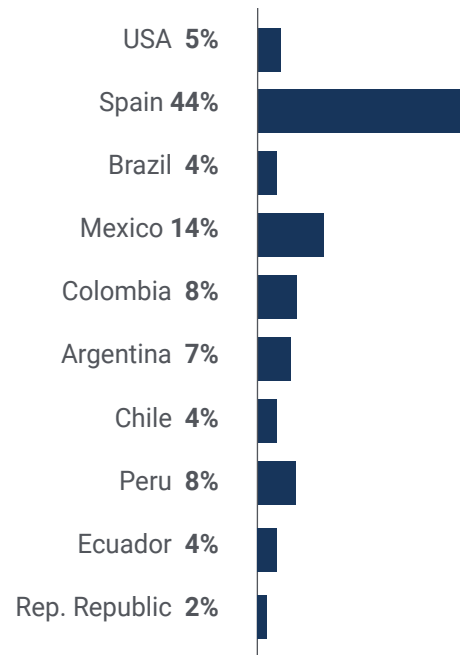
# Cayetana González

**Legal Associate**

*"I recently started working in a law firm that stands out for handling cases related to the world of advertising, so this TECH program has been ideal for me to delve into the advertising casuistry from the judicial framework. I've recommended it to another professional colleague!"*

## 08
# Impact on Your Career

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

*An incredible professional improvement awaits you, you only have to take this TECH program to take the step towards success"*

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

The TECH Postgraduate Diploma in Advertising Law is an intensive program that prepares students to face challenges and business decisions in the advertising law environment, training them in a global sector with its own language. Therefore, its main objective is to promote the student's personal and professional growth in order to achieve success in this field of work.

*Bet on a successful profession and stand out by managing the legal environment in advertising with TECH.*

*If you are looking to position your career in law in an advertising agency, this TECH Postgraduate Diploma is for you.*

## When the change occurs

| During the program | During the first year | After 2 years |
|---|---|---|
| **12%** | **62%** | **26%** |

## Type of change

| | |
|---|---|
| Internal Promotion **46%** | |
| Change of Company **44%** | |
| Entrepreneurship **10%** | |
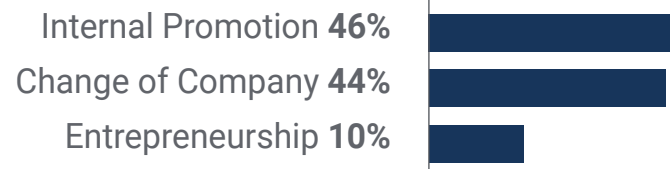
## Salary increase

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

| Salary before | A salary increase of | Salary after |
|:---:|:---:|:---:|
| **$64,500** | **25.22%** | **$80,766** |

09

# Benefits for Your Company

The Postgraduate Diploma in Advertising Law contributes to raising the organization's talent to its maximum potential by fostering high-level leaders.

Participating in this Postgraduate Diploma is a unique opportunity to access a powerful network of contacts where you can find future professional partners, clients, or suppliers.

*By taking this Postgraduate Diploma, you will have the opportunity to learn about the law applied to advertising work, ensuring that responsible advertisements are created"*

**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 professional 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.

# Certificate

The Postgraduate Diploma in Advertising Law 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 Law** 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 Law**

Official Nº of Hours: **450 h.**



**tech** technological university

Awards the following

**DIPLOMA**

to

Mr./Ms. _____, with identification number _____.

For having passed and accredited the following program

**POSTGRADUATE DIPLOMA**

in

Advertising Law

This is a qualification awarded by this University, equivalent to 450 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH is a Private Institution of Higher Education recognized by the Ministry of Public Education as of June 28, 2018.

June 17, 2020

Tere Guevara Navarro
Dean

This qualification must always be accompanied by the university degree issued by the competent authority to practice professionally in each country.

Unique TECH Code: AFWORD23S    techtitute.com/certificates

*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 Diploma
### Advertising Law

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

# Postgraduate Diploma
## Advertising Law

tech technological university