Postgraduate Diploma
Advertising and Public Relations

tech technological university

Postgraduate Diploma
Advertising and Public Relations

- » 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-public-relations**

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01.
Welcome

The field of Public Relations contributes to the strategic management of the communication of any organization, being the tool to know, manage and investigate the different audiences towards which a brand or entity is directed. In this sense, it is directly related to the advertising environment, a landscape in which various communicative agents are involved. Therefore, this program aims to offer the professional a global and complete vision of the fundamentals of the advertising system, its history and protagonists, focusing on the creative process, planning and the impact of its potential social effects. With this, the student will develop a synthesis capacity typical of advertising, with special emphasis on communication at a global level, which will undoubtedly be essential to access the main international advertising agencies, or to direct the corporate communication of a private company or public institution

Postgraduate Diploma in Advertising and Public Relations.
TECH Technological University

" With this Postgraduate Diploma, you will develop in the advertising sphere as an experienced professional and you will acquire the knowledge to proceed to the application of the processes and vicissitudes of the advertising system with total success"

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 methodology (the most internationally recognized postgraduate learning methodology) with Harvard Business School case studies. A complex balance of traditional and state-of-the-art methods, within the most demanding academic framework.

Economy of Scale

TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a 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 Harvard Business School case studies"*

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 program is designed for students to strengthen their leadership skills in the field of Advertising and Public Relations, developing new competencies and enhancing their skills for academic and professional growth in an environment that requires a strategic profile. 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, following the fundamentals of advertising today

"
In this Postgraduate Diploma, you will learn to apply creative processes to the field of advertising communication"

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

The **Postgraduate Diploma in Advertising and Public Relations** will enable the students to:

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

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 Master the elements, forms and processes of advertising languages and other forms of communication, using the knowledge of the Spanish language, analyzing the different levels and components that make up the Spanish linguistic system, as well as the discursive products that are framed in the different textual typologies

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

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

06 Understand the systems for analyzing advertising and public relations campaigns

07 Delineate each of the functions for the management of the advertising and public relations company, highlighting their main applications

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

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

10 Identify the processes and organizational structures of the advertising and public relations process

11 Gain knowledge about the historical evolution of advertising and public relations

12 Know how to relate advertising to other cultural manifestations such as literature, art or cinema, among others

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

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

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

16 Encourage creativity and persuasion through different formats and communication media

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

18 Delineate each of the functions for the management of the advertising and public relations company, highlighting their main applications

05.
Structure and Content

The Postgraduate Diploma in Advertising and Public Relations comprises a complete program structured into 4 modules, whose content has been elaborated by experts of the sector so that the student enters into all the concepts in a concise and real way, knowing in depth the power of advertising and the management of the communication approach. In this way, the professionals will master all aspects of advertising language and corporate identity, through quality content, so that their profile stands out in a competitive environment

Delineating each of the functions for the management of the advertising and public relations firm, highlighting their main applications, will be one of the objectives of this program"

Syllabus

The Postgraduate Diploma in Advertising and Public Relations of TECH Technological University is an intensive program that prepares students to master the fundamentals of the advertising system and communication in the field of public relations

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

Throughout 600 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 advertising and public relations system from its history and theory to its management in companies, agencies and organizations with a global and up-to-date approach. A curriculum designed to improve the skills of 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 a competitive and creative environment, with innovative content based on the latest trends, and supported by the best educational methodology and an exceptional faculty, which will provide them with the skills to develop successfully in this environment

This Postgraduate Diploma takes place over 6 months and is divided into 4 modules:

Module 1	Fundamentals of Public Relations
Module 2	Advertising Theory
Module 3	History of Advertising and Public Relations
Module 4	Advertising and Public Relations Company

Where, When and How is it Taught?

TECH offers the possibility of taking this program completely online. During the 6 months of the specialization, the students will be able to access all the contents at any time, which will allow them 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. Fundamentals of Public Relations

1.1. Theoretical Framework of Public Relations
1.1.1. Introduction
1.1.2. Public Relations Research
1.1.3. Main Public Relations Theorists
1.1.4. Public Relations and Related Items
1.1.5. Definition of Public Relations

1.2. Evolution Over Time
1.2.1. Stages
1.2.2. The Origin of Public Relations
1.2.3. Trends in Public Relations

1.3. External Communication
1.3.1. Characteristics and Audiences
1.3.2. Media Relations
1.3.3. Provision of Information

1.4. Internal Communication
1.4.1. Introduction
1.4.2. Functions and Objectives
1.4.3. Types of Internal Communication
1.4.4. Internal Communication Tools

1.5. Public Relations and Public Opinion
1.5.1. Powerful Media Image
1.5.2. The Limited Influence of the Media
1.5.3. Structural Effects on the Company

1.6. International Public Relations
1.6.1. Characteristics of the International Society
1.6.2. Definition
1.6.3. The Role of International Public Relations
1.6.4. Types of Actions

1.7. Public Relations and Crisis
1.7.1. The Organization in the Face of a Crisis
1.7.2. Characteristics of Crises
1.7.3. Crisis Typologies

1.8. Stages of Crisis
1.8.1. Preliminary Phase
1.8.2. Acute Phase
1.8.3. Chronic Phase
1.8.4. Post-Traumatic Phase

1.9. Preparation of a Crisis Plan
1.9.1. Analysis of Possible Problems
1.9.2. Planning
1.9.3. Adequacy of Personnel

1.10. Communication Technologies in Crises
1.10.1. Advantages
1.10.2. Disadvantages
1.10.3. Tools

Module 2. Advertising Theory

2.1. Advertising Theory
2.1.1. Introduction
2.1.2. Basic Notions on Advertising and Marketing
2.1.3. Advertising, Public Relations and Publicity
2.1.4. Dimensions and Social Scope of Contemporary Advertising
2.1.5. Successful Advertising: KFC

2.2. History of Advertising
2.2.1. Introduction
2.2.2. Origin
2.2.3. The Industrial Revolution and Advertising
2.2.4. The Development of the Advertising Industry
2.2.5. Advertising in the Internet World
2.2.6. Successful Advertising: Coca-Cola Case Study

2.3. Advertising and its Protagonists I: The Advertiser
2.3.1. Introduction
2.3.2. How the Advertising Industry Works
2.3.3. Types of Advertisers
2.3.4. Advertising in the Company's Organization Chart
2.3.5. Successful Advertising: Facebook Case Study

2.4. Advertising and its Protagonists II: Advertising Agencies
2.4.1. Introduction
2.4.2. The Advertising Agency: Advertising Communication Professionals
2.4.3. The Organizational Structure of Advertising Agencies
2.4.4. Types of Advertising Agencies
2.4.5. Fee Management in Advertising Agencies
2.4.6. Successful Advertising: Nike

2.5. Advertising and its Protagonists III: Advertising Receiver
2.5.1. Introduction
2.5.2. The Advertising Recipient and its Context
2.5.3. The Advertising Recipient as a Consumer
2.5.4. Needs and Desires in Advertising
2.5.5. Advertising and Memory: on Advertising Effectiveness
2.5.6. Successful Advertising: Ikea Case Study

2.6. The Advertising Creation Process I: From Advertiser to Media
2.6.1. Introduction
2.6.2. Preliminary Aspects of the Advertising Creation Process
2.6.3. The Advertising *Brief* or Communication *Brief*
2.6.4. Creative Strategy
2.6.5. Media Strategy
 2.6.5.1. Successful Advertising: Apple

2.7. The Process of Advertising Creation II: Creativity and Advertising
2.7.1. Introduction
2.7.2. Fundamentals of Advertising Creative Work
2.7.3. Advertising Creativity and its Communicative Statute
2.7.4. Creative Work in Advertising
2.7.5. Successful Advertising: Real Madrid Case Study

2.8. The Process of Advertising Creation III: Ideation and Development of the Advertising Manifesto
2.8.1. Introduction
2.8.2. Creative Conception and Strategy
2.8.3. The Creative Conception Process
2.8.4. The Ten Basic Ways of Creativity According to Luis Bassat: Advertising Genres
2.8.5. Advertising Formats
2.8.6. Successful Advertising: McDonalds

2.9. Advertising Media Planning
2.9.1. Introduction
2.9.2. Media and Planning
2.9.3. Advertising Media and their Classification
2.9.4. Media Planning Tools
2.9.5. Successful Advertising: Pepsi

2.10. Advertising, Society and Culture
2.10.1. Introduction
2.10.2. The Relationship between Advertising and Society
2.10.3. Advertising and Emotions
2.10.4. Advertising, Subjects and Things
2.10.5. Successful Advertising: Burger King

Module 3. History of Advertising and Public Relations

3.1. Advertising Activity before the Printing Press

3.1.1. Advertising in its Most Primitive Forms
3.1.2. First Manifestations
3.1.3. The Old World

3.2. From the Printing Press to the Industrial Revolution

3.2.1. Some Aspects that Contributed to the Emergence of the Printing Press in Europe
3.2.2. First Expressions: Brochures and Posters
3.2.3. Brands and Labels
3.2.4. The Loud and Talkative Advertisements
3.2.5. The Sign and the Commercial Mural
3.2.6. The Birth of a New Media
3.2.7. Communication and Power: Controlling Persuasion

3.3. The Revolutions

3.3.1. Advertising and the Industrial Revolution
3.3.2. The Long and Tortuous Road to Press Freedom
3.3.3. From Propaganda to Advertising
3.3.4. Propaganda and Political Advertising: Concepts
3.3.5. Characteristics of this Advertisement
3.3.6. The Industrial Revolution in the Birth of Commercial Advertising

3.4. Birth of Advertising

3.4.1. The Origin of Commercial Advertising
3.4.2. The Technological Revolution
3.4.3. Printing Systems
3.4.4. The Paper
3.4.5. Photography
3.4.6. The Telegraph
3.4.7. Print Advertising
3.4.8. Posters

3.5. Consolidation of Advertising Activity

3.5.1. Economic Factors between 1848-1914
3.5.2. New Forms of Commercialization
3.5.3. Newspapers
3.5.4. Magazines
3.5.5. The Art of the Poster
3.5.6. Fundamentals of Modern Advertising
3.5.7. American Advertising Agencies
3.5.8. Advertising Technique and Craftsmanship

3.6. Advertising Between Two Wars

3.6.1. Characteristics of the Period 1914-1950
3.6.2. Advertising in World War I
3.6.3. Consequences of World War I on Advertising
3.6.4. Advertising Campaigns in the World War II
3.6.5. Consequences of World War II on Advertising
3.6.6. Advertising Media
3.6.7. Poster and Advertising Graphic Design
3.6.8. Outdoor Advertising
3.6.9. The Cinema
3.6.10. Cinema as a Means of Persuasion
3.6.11. The Radio
3.6.12. Commercial Radio

3.7. The Development of the Advertising Technique

3.7.1. Advertising Activity between 1914 and 1950
3.7.2. Advertising Organization
3.7.3. Agencies and Styles

3.8. Electronic Advertising

3.8.1. T.V. The Third Dimension of Advertising
3.8.2. Advertising in the 1950s and 1960s
3.8.3. The Arrival of Television

3.9. Current Advertising

3.9.1. Introduction
3.9.2. The Current Advertising Context: A Technological Perspective
3.9.3. Main Challenges of Today's Advertising Communication
3.9.4. Main Opportunities in Today's Advertising Communication

3.10. History of Public Relations

3.10.1. The Origins
3.10.2. Bernays and his Contributions
3.10.3. Expansion: PR. In the Second Half of the 20th Century

Module 4. Advertising and Public Relations Company

4.1. Structure of Advertising and/or Public Relations Agencies
4.1.1. Structure
4.1.2. Functions
4.1.3. Agency Selection

4.2. Economic Management of the Agency
4.2.1. Types of Legal Form
4.2.2. Business Model
4.2.3. Project Development and Control

4.3. Economic Relations in the Advertising Business
4.3.1. Economic Relationships with Advertisers
4.3.2. Economic Relationships with Employees and Partners
4.3.3. Individual Entrepreneur and Self-Employed

4.4. The Operating Account of the Advertising Agency
4.4.1. Investment, Revenue and Turnover
4.4.2. Results
4.4.3. Annual Budget

4.5. The Link Between Advertising and Public Relations
4.5.1. In Relation to the Objectives
4.5.2. Regarding the Target Audience of the Activity
4.5.3. On the Selection of Media and Supports

4.6. Remuneration Systems
4.6.1. Remuneration of Agencies
4.6.2. Accounting Dimension of the Agency
4.6.3. Determination of the budget

4.7. Relations with External Stakeholders
4.7.1. Advertising Agency Relations
4.7.2. Media Agency Relations
4.7.3. End Consumer Agency Relations

4.8. Types of Growth Strategies
4.8.1. *Holdings*
4.8.2. Value Chain
4.8.3. Challenges of Organizational Growth

4.9. Internal Organization Chart of an Advertising Agency
4.9.1. Agency Management Model
4.9.2. Accounts Department
4.9.3. Creative Department
4.9.4. Media Department
4.9.5. Production Department

4.10. Team Management
4.10.1. Motivation
4.10.2. Change Management and Leadership
4.10.3. Internal Communication

In this Postgraduate Diploma you will learn to relate advertising with other cultural manifestations such as literature, art or cinema, creating successful links"

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.

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 professionals who wish to broaden their knowledge in the field of advertising and public relations, in order to develop their professional career, either as freelancers or as managers of the main companies in the sector, in corporate communication areas or in public organizations. In this way, the quality of the contents of this program will allow them to develop a highly competitive professional profile that is in high demand in the labor market

Take a step on your academic journey to career success by completing this program"

Average Age

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

Years of Experience

Over 5 years **21%**

From 11 to 15 years **18%**

Up to 16 years **33%**

From 6 to 10 years **28%**

Training

Economics and Business **18%**

Advertising and Public Relations **38%**

Journalism and Communication **26%**

Social Sciences **18%**

Academic Profile

Publicists **41%**

Heads of Marketing **21%**

Journalists **28%**

Entrepreneurs **10%**
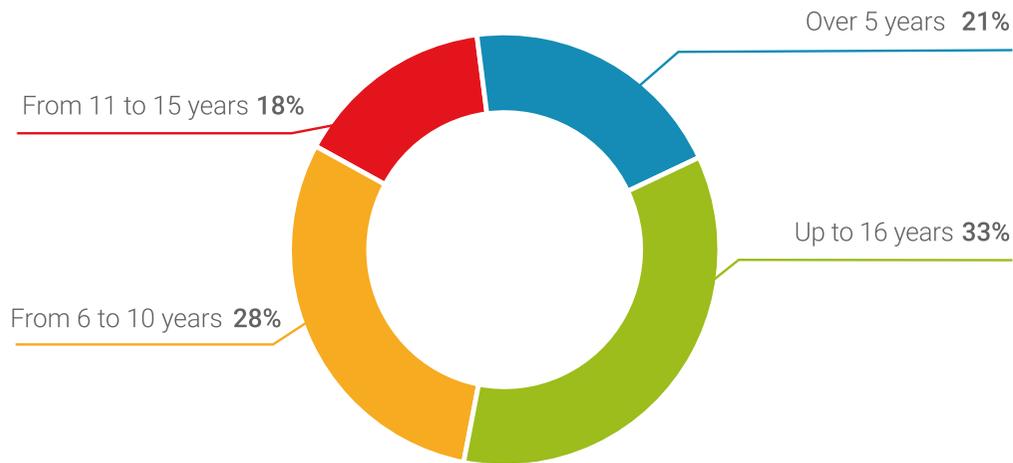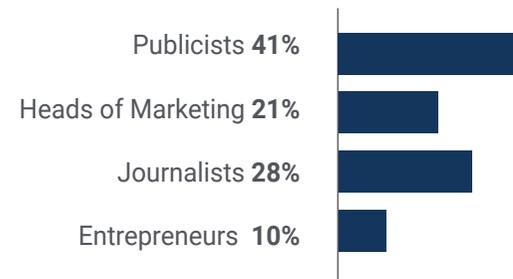
Geographical Distribution

USA **5%**	
Spain **44%**	
Brazil **4%**	
Mexico **14%**	
Colombia **8%**	
Chile **4%**	
Argentina **7%**	
Peru **8%**	
Ecuador **4%**	
Rep. Dominican Republic **2%**	
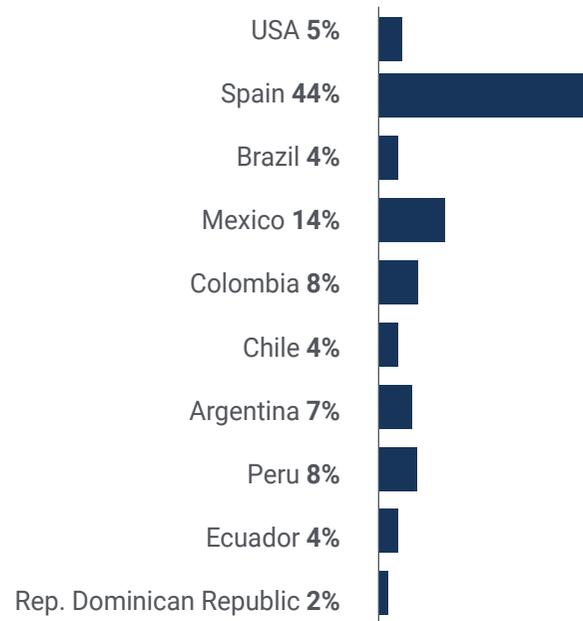
Alejandro Lerín

Publicist

"The agency I started working for offered me to take this TECH program as an internal training incentive and I am very happy to have done it. Among several aspects, I highlight that I have learned which techniques to implement in the company's advertising strategy line with an improved approach"

08.
Impact on Your Career

TECH 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
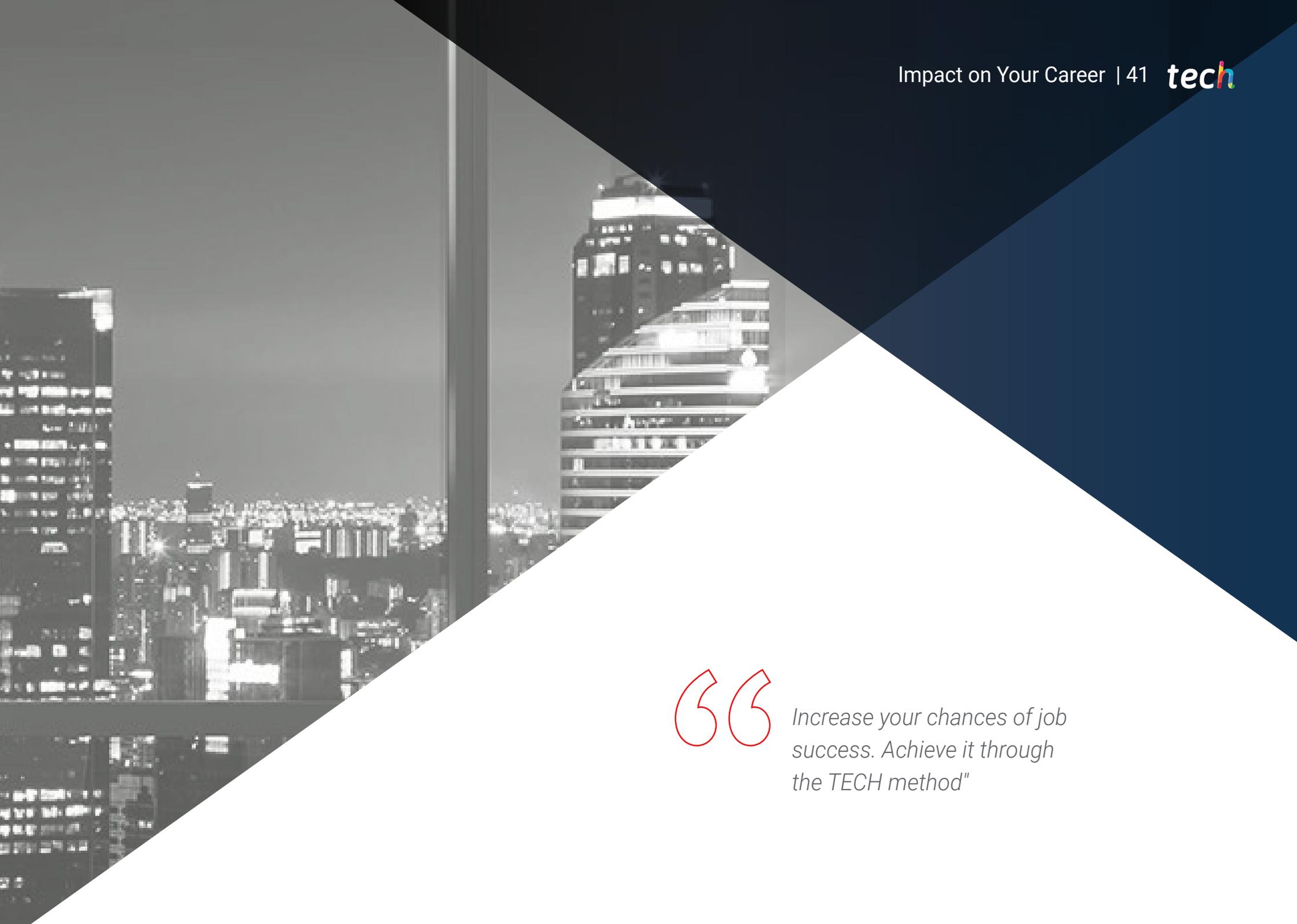
Increase your chances of job success. Achieve it through the TECH method"

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

The TECH Postgraduate Diploma in Advertising and Public Relations is an intensive program that prepares students to face challenges and decisions in this ever-changing industry, achieving a better understanding of the objectives of your company or clients. Therefore, its main objective is to promote the student's personal and professional growth in order to achieve success in this field of work

A program of great interest for those seeking academic and professional excellence

By taking this TECH program, you will multiply your chances of job success, do not hesitate and enroll now!

Become an expert in advertising and public relations and position your company as one of the most competitive in its sector.

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 **25.55%** for our students.

Salary before	A salary increase of	Salary after
$48,300	**25.55%**	**$60,640**
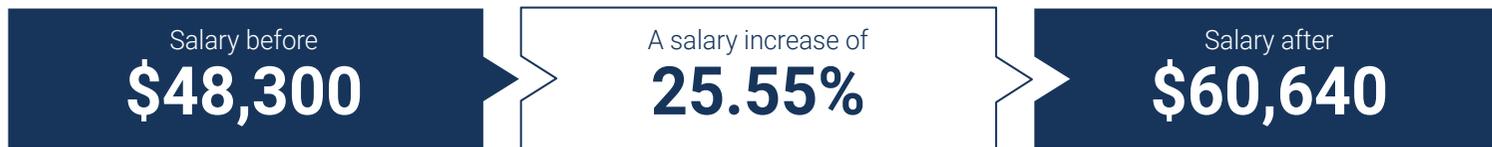
09.
Benefits for Your Company

The Postgraduate Diploma in Advertising and Public Relations is a program mainly aimed at improving the education of students in this field of action. But, in addition, this will provide notable advantages in the companies in which they work, since they will be able to implement more competitive strategies, which will provide a comprehensive knowledge about the values and objectives of the company, causing a greater attraction of its public

You will have the right training to provide the company with innovative advertising management strategies"

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.

10.
Certificate

The Postgraduate Diploma in Advertising and Public Relations 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 and Public Relations** 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 and Public Relations**

Official Nº of Hours: **600 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 and Public Relations

This is a qualification awarded by this University, equivalent to 600 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 and Public Relations

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

Postgraduate Diploma
Advertising and Public Relations

tech *technological university*