

# Postgraduate Diploma Creative Development of Advertising Campaigns





## Postgraduate Diploma Creative Development of Advertising Campaigns

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

Website: [www.techtute.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-creative-development-advertising-campaigns](http://www.techtute.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-creative-development-advertising-campaigns)

# 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. 28*

07

Our Students' Profiles

---

*p. 36*

08

Course Management

---

*p. 40*

09

Impact on Your Career

---

*p. 44*

10

Benefits for Your Company

---

*p. 48*

11

Certificate

---

*p. 52*

# 01 Welcome

Companies build their advertising campaigns based on different communication strategies in order to spread the brand and its products. All this with the aim of making themselves known in a highly competitive field, reaching the minds of potential consumers and increasing sales. Currently, this is an area that is very active, therefore, the business professionals must be at the forefront of all innovative communication strategies, and at the same time, will have to be aware of new knowledge about the key concepts in brand building. All this with a 100% online pedagogical format that will provide flexibility and time convenience, in addition to having an experienced team of teachers with decades of experience in the sector.



Postgraduate Diploma in Creative Development of Advertising Campaigns  
TECH Technological University



“

*Thanks to this Postgraduate Diploma  
you will be at the forefront of the most  
recent innovations in the Creative  
Development of Advertising Campaigns”*

02

# Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class center for intensive managerial skills education.



“

*TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"*

## At TECH Technological University



### Innovation

The university offers an online learning model that balances the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"Microsoft Europe Success Story", for integrating the innovative, interactive multi-video system.



### The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

**95%** | of TECH students successfully complete their studies



### Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

**+100000**

executives prepared each year

**+200**

different nationalities



### Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

**+500**

collaborative agreements with leading companies



### Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.



### Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.





TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:



### Analysis

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TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.



### Academic Excellence

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TECH offers students the best online learning methodology. The university combines the Relearning method (postgraduate learning methodology with the best international valuation) with the Case Study. Tradition and vanguard in a difficult balance, and in the context of the most demanding educational itinerary.



### Economy of Scale

---

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

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In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.



*At TECH, you will have access to the most rigorous and up-to-date case analyses in academia"*

03

# Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.



“

*We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you education of the highest academic level”*

This program will provide you with a multitude of professional and personal advantages, among which we highlight the following:

**01**

### A Strong Boost to Your Career

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

*70% of students achieve positive career development in less than 2 years.*

**02**

### Develop a strategic and global vision of the company

TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional fields.

*Our global vision of companies will improve your strategic vision.*

**03**

### Consolidate the student's senior management skills

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

*You will work on more than 100 real senior management cases.*

**04**

### You will take on new responsibilities

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

*45% of graduates are promoted internally.*

05

### Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

*You will find a network of contacts that will be instrumental for professional development.*

06

### Thoroughly develop business projects

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different fields in companies.

*20% of our students develop their own business idea.*

07

### Improve soft skills and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

*Improve your communication and leadership skills and enhance your career.*

08

### You will be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified teachers from the most prestigious universities in the world: the TECH Technological University community.

*We give you the opportunity to study with a team of world-renowned teachers.*

# 04 Objectives

This university program will provide the graduates with the most important updates in content marketing as an essential component of the new communication in the area of Creative Development of Advertising Campaigns. In addition, TECH will provide students with innovative tools in multimedia creativity and skills related to advertising creativity. In this way, at the end of this Postgraduate Diploma, the students will have strengthened their skills regarding the importance of branded content and its relationship with content marketing.



“

*This program has been developed with the purpose of providing the graduates with the best updates in the area of Creative Development”*

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

This **Postgraduate Diploma in Creative Development of Advertising Campaigns** will enable students to:

01

Understand in depth what creativity is, how it has developed with the advance of new technologies and how it influences different professional areas

04

Detail how the advertising creative thinking software works

02

Examine the best conditions to stimulate creativity



03

Stimulate the generation of innovative ideas

05

Explain how creative thinking in advertising works and its strategic importance



06

Detailed analysis of the target audience and the use of insight in advertising

08

Addressing key concepts in brand building



09

Know the logical steps in brand building

07

Understand how the advertising message is structured

10

Detect the differences between the claim and the slogan

11

Explain what branded content is and its similarities with traditional advertising

12

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





13

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

14

Learn how to plan political campaigns

05

# Structure and Content

The Postgraduate Diploma in Creative Development of Advertising Campaigns is an academic program that is focused on specific competencies related to the challenges of the creative for the development of innovative strategies. Accordingly, this university program is based on a theoretical and practical pillar, in addition to the experience and vast knowledge of a highly qualified teaching staff.



“

*This program is focused on enhancing your knowledge of Storytelling and its distribution on multiple platforms and social media"*

## Syllabus

This Postgraduate Diploma consists of 6 months of continuous learning, in which TECH, through a top level education, will take the students to the top of their professional careers, reaching important positions in the business field. In this way, they will face the different challenges that revolve around advertising in the workplace. This academic program offers multiple skills related to the professional competencies necessary to be successful in the field of advertising creativity.

The teaching staff has developed a complete syllabus that integrates 3 modules, with the purpose that students enhance their knowledge related to the types of *branded content* that can be successful and the challenges of the changing and competitive environment.

In this sense, the graduates of this Postgraduate Diploma will delve into detailing the requirements for the creation of *branded content* and understand the role of creativity in advertising. Therefore, they will be the best specialists in advertising creativity trends and the interactivity of an advertisement and an event.

On the other hand, TECH emphasizes excellence and comfort by providing the most innovative and exclusive material, being this a program in which you will only need an electronic device with Internet access. This way, you will be able to access the virtual platform from the comfort of the place where you are, and open your lessons without any schedule problem.

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

### Module 1

Creative Publicist

### Module 2

The branded content

### Module 3

Competencies of an advertising creative



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

TECH offers the possibility of developing this Postgraduate Diploma in Creative Development of Advertising Campaigns completely online. Throughout the 6 months of specialization, they will be able to access all the contents on the program at any time, allowing 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. Creative Publicist

**1.1. What is Creativity**

- 1.1.1. Definitions
- 1.1.2. Constantly changing creative models. New technologies, need for greater efficiency
- 1.1.3. Challenges for creatives in the development of innovative strategies. The Benefits of Collaboration
- 1.1.4. Professions where creativity is in demand
- 1.1.5. People who stood out for their exceptional creativity

**1.2. The best conditions to create. The generation of ideas**

- 1.2.1. Phases of Creativity
- 1.2.2. Focus on the problem
- 1.2.3. Relax, enjoy
- 1.2.4. Make a mistake
- 1.2.5. Play and techniques to stimulate the game

**1.3. The creative subject**

- 1.3.1. Demands on the creative
- 1.3.2. Stability.
- 1.3.3. The creative's kryptonite
- 1.3.4. Falling in love with the project
- 1.3.5. Good or bad creative?
- 1.3.6. The creative's memory

**1.4. Challenges for creatives in the development of innovative strategies**

- 1.4.1. Customer relations: companies, individuals, organizations, territories.
- 1.4.2. Relationships with other stakeholders: suppliers (photographers, planners, speakers, designers...), colleagues, agency managers, artificial intelligence...
- 1.4.3. Relations with consumers
- 1.4.4. The importance of team building

**1.5. The context of a creative project**

- 1.5.1. Market introduction of an innovative product
- 1.5.2. Strategy for approaching creativity
- 1.5.3. Complex products or services
- 1.5.4. Personalized communication

**1.6. Types of advertisements. Creative and non-creative**

- 1.6.1. Innovative, generic, imitations...
- 1.6.2. Differences between original
- 1.6.3. Ways to get customers with creativity

**1.7. Artistic creativity in communication**

- 1.7.1. 21 reasons to be creative
- 1.7.2. What we call art in communication
- 1.7.3. Artistic referents of advertising creativity

**1.8. New creative challenges**

- 1.8.1. New channels, technologies, trends...
- 1.8.2. The development of a new format
- 1.8.3. The need to implement new technologies in an innovative ad.
- 1.8.4. The entry of competitors
- 1.8.5. Life cycle of an idea
- 1.8.6. Sustainability, inclusive language

**1.9. Trends in advertising creativity**

- 1.9.1. Role of customers in decision making
- 1.9.2. New methods and media
- 1.9.3. New Technologies

**1.10. Limits of advertising creativity**

- 1.10.1. Access to the most innovative ideas
- 1.10.2. The cost of a good idea
- 1.10.3. The relevance of a message
- 1.10.4. The decision map
- 1.10.5. Finding the right balance



**Module 2. Branded Content****2.1. What is *branded content***

- 2.1.1. How is advertising similar to branded content?
- 2.1.2. What is needed to create it
- 2.1.3. Typology
- 2.1.4. What content will be successful
- 2.1.5. Characteristics of viral videos
- 2.1.6. Utilities

**2.2. What is Content Marketing?**

- 2.2.1. Relevant and useful content
- 2.2.2. Interactive content
- 2.2.3. Storytelling
- 2.2.4. Multiplatform, crossmedia and transmedia content
- 2.2.5. Added value
- 2.2.6. Creativity in social networks
- 2.2.7. How to succeed in social networks
- 2.2.8. How to make our contents reach

**2.3. Multimedia creativity**

- 2.3.1. Podcast
- 2.3.2. *Videocast*
- 2.3.3. *Photosaring*
- 2.3.4. Presentation platform
- 2.3.5. Videos

**2.4. What is an event?**

- 2.4.1. What Is It?
- 2.4.2. Difference between the creativity of an advertisement and that of an event
- 2.4.3. The interactivity of an advertisement and the interactivity of an event

**2.5. Why an event is held**

- 2.5.1. Celebration and entertainment
- 2.5.2. Marketing and promotion
- 2.5.3. Education and Training
- 2.5.4. Networking and connections
- 2.5.5. Social responsibility and fundraising

**2.6. How the event idea is created**

- 2.6.1. How to generate creative ideas
- 2.6.2. How to develop a detailed proposal
- 2.6.3. Conclusions

**2.7. Where and how to organize an event**

- 2.7.1. The right event in the right place
- 2.7.2. The right budget
- 2.7.3. No room for improvisation
- 2.7.4. The right food
- 2.7.5. What can go wrong at an event. Examples:
- 2.7.6. A plan B

**2.8. How to excite in an event**

- 2.8.1. Surprise in events
- 2.8.2. Empathy in events
- 2.8.3. Feelings

**2.9. Creativity throughout the organization process**

- 2.9.1. Creativity in the generation of the idea
- 2.9.2. Creativity in the design of the experience
- 2.9.3. Creativity in planning and logistics
- 2.9.4. Creativity in the design of materials and promotion
- 2.9.5. Creativity in the development of interactive and participatory experiences
- 2.9.6. Surprises and unexpected elements
- 2.9.7. Creativity in entertainment and content
- 2.9.8. Creativity in on-the-fly problem-solving
- 2.9.9. Creativity even at pick-up time
- 2.9.10. Pre-event and post-event creativity

**2.10. Virtual events**

- 2.10.1. What is a virtual event
- 2.10.2. Differences between a virtual event and a face-to-face
- 2.10.3. Creativity in virtual events

**Module 3. Competencies of an advertising creative**

**3.1. Professions**

- 3.1.1. Professions related to marketing
- 3.1.2. Professions related to advertising
- 3.1.3. Examples:

**3.2. How to spot talent**

- 3.2.1. Skills related to advertising creativity
- 3.2.2. Activities related to advertising creativity
- 3.2.3. Examples:

**3.3. How to get a job in advertising creativity**

- 3.3.1. How to apply for a job in a creative way
- 3.3.2. How to build a brand that will guarantee you job stability
- 3.3.3. How to face a period of unemployment
- 3.3.4. How to adapt to changes in the industry

**3.4. How to act in the workplace**

- 3.4.1. When you are successful
- 3.4.2. When you fail
- 3.4.3. How to integrate

**3.5. How to act when your brand loses credibility in the industry**

- 3.5.1. Repositioning the brand
- 3.5.2. Reactivate the brand
- 3.5.3. Examples:

**3.6. Trajectories of creative references**

- 3.6.1. Marketing creatives
- 3.6.2. Advertising creatives
- 3.6.3. Examples:

**3.7. Reference companies' trajectories**

- 3.7.1. Companies and marketing departments
- 3.7.2. Advertising companies
- 3.7.3. Examples:

**3.8. How to succeed**

- 3.8.1. What is success
- 3.8.2. Think well and you will be right
- 3.8.3. Examples:

**3.9. How is the life of the creative**

- 3.9.1. At Work
- 3.9.2. Outside of work
- 3.9.3. Conclusions

**3.10. How to enjoy the creative profession**

- 3.10.1. Passion for creativity
- 3.10.2. Managing stress and creative block
- 3.10.3. Cultivating personal creativity



# 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.*



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

## A learning method that is different and innovative

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

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

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

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

## Relearning Methodology

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

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

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

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

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





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

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

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

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

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



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



### Study Material

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

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



### Classes

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

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



### Management Skills Exercises

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



### Additional Reading

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





### Case Studies

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



### Interactive Summaries

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

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



### Testing & Retesting

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



07

# Our Students' Profiles

The program is aimed at university graduates and postgraduates who have previously completed any of the following qualifications in the fields of Social and Legal Sciences, Administration and Economics.

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

The Postgraduate Diploma can also be taken by professionals who, being university graduates in any area, have two years of work experience in the field of Advertising.





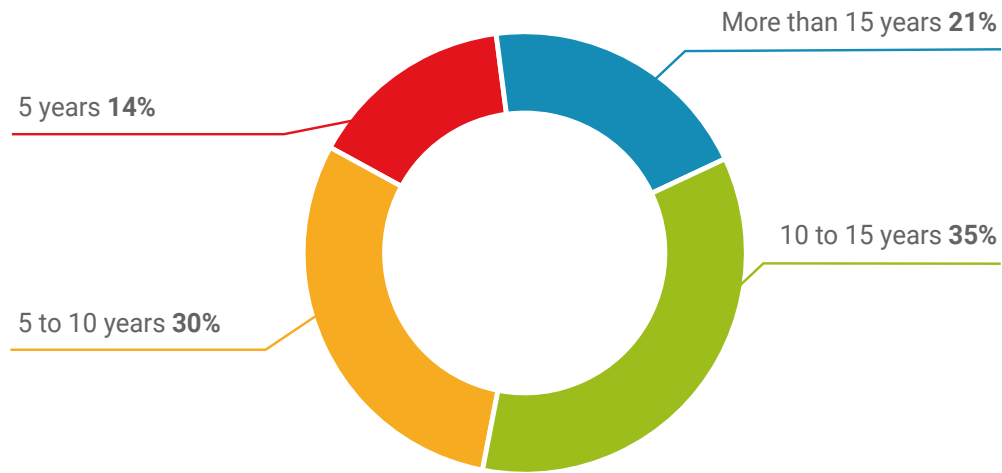
“

*If you have experience in Creative Development of Advertising Campaigns, and you are looking for an interesting improvement in your career while you continue working, this is the program for you"*

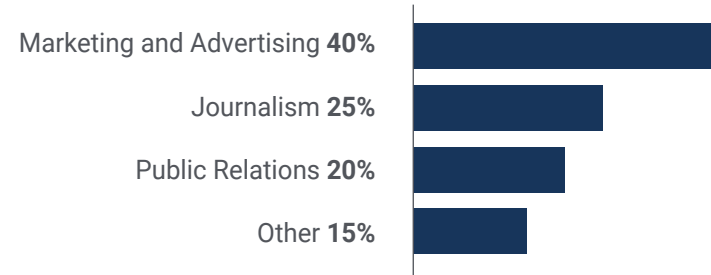
### Average Age

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

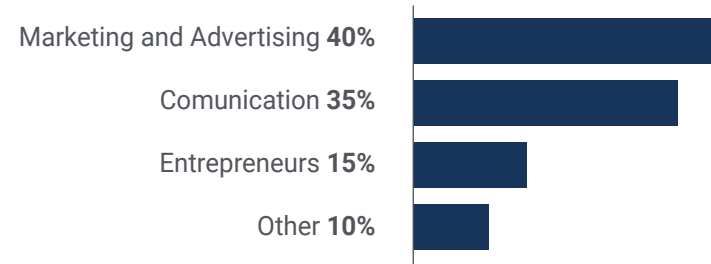
### Years of Experience



### Training

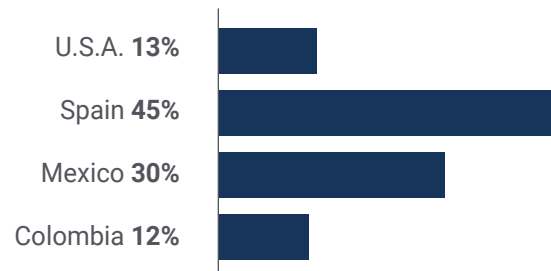


### Academic Profile



## Geographical Distribution

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## Mario García Ruiz

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Marketing and Advertising Director

*"I have been impressed with the quality of the contents of this Postgraduate Diploma. You can see the special care that the teachers have put into their elaboration, they are very useful in daily practice and help you to improve your creative abilities. Without any doubt, I think it has been a good investment for my career"*

08

# Course Management

With TECH you will be able to carry out this program with excellence, using first class didactic tools that will help the graduates in the development of the academic program. That is why students will have access to a syllabus designed exclusively by a teaching team specialized in Business and Institutional Communication Management, Advertising and Public Relations. The experience of these experts will allow the professionals to solidly address the challenges of the advertising industry.







“

*With TECH you will have access to a syllabus created exclusively by a teaching team specialized in advertising strategy, content generation and branding"*

## Management



### Mr. Labarta Vélez, Fernando

- ♦ Creative Director at El Factor H
- ♦ Marketing Director at La Ibense
- ♦ Creative Director of Events at Beon Worldwide
- ♦ Branded Content Director at Atrium Digital and Mettre
- ♦ Creative Director at the South Communication Group, BSB and at FCA BMZ Cid
- ♦ Speaker at the Master's Degree in Business and Institutional Communication Management at the University of Seville
- ♦ Co-author of the book *Cómo crear una marca. Manual of use and management*

## Professors

### Mr. Fernández, Jorge David

- ♦ Advertising Specialist
- ♦ University Professor at the Seville University
- ♦ Researcher
- ♦ Author of a variety of publications such as *Strategic advertising Mechanisms: from copy strategy to iconic brands*

### Ms. Pino Tovar, Esther

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



09

# Impact on Your Career

This university program has been designed with the purpose of providing the graduates with the key knowledge that will help them take on the necessary challenges in the advertising industry. Likewise, TECH focuses on offering an education of the highest quality, prioritizing efficiency in each of its programs. In this way, it will guarantee the professionals an exclusive learning in repositioning and reactivation of the brand.



“

*The graduates will strengthen their knowledge of advertising companies, marketing departments and how they work”*

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

The Postgraduate Diploma in Creative Development of Advertising Campaigns of TECH is an intensive program that prepares you to face challenges and business decisions in the field of Advertising. Its main objective is to promote your personal and professional growth. Helping you achieve success.

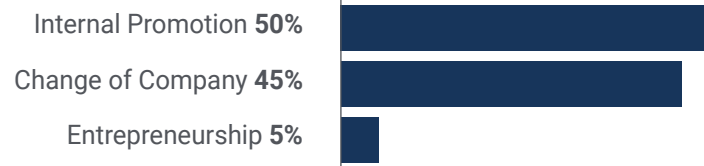
*TECH offers exclusive multimedia material that gives you great dynamism, ensuring success in the development of this qualification.*

*In this field of study you will broaden your skills in specific areas such as finding the best conditions to stimulate creativity and approach branded content typologies.*

#### When the change occurs



#### Type of change



## Salary increase

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



10

# Benefits for Your Company

This program contributes to elevating the organization's talent to its maximum potential through the instruction of high-level leaders.

In addition, participating in this university option is a unique opportunity to access a powerful network of contacts in which to find future professional partners, customers or suppliers.





“

*In the digital era, managers must integrate new processes and strategies that bring about significant changes and organizational development. This is only possible through training and university and university updating”*

Developing and retaining talent in companies is the best long-term investment.

01

### **Growth of talent and intellectual capital**

The professional will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization.

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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.

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04

### **Increased international expansion possibilities**

Thanks to this program, the company will come into contact with the main markets in the world economy.



05

### **Project Development**

The professional can work on a real project or develop new projects in the field of R & D or business development of your company.

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06

### **Increased competitiveness**

This program will equip students with the skills to take on new challenges and drive the organization forward.

11

# Certificate

The Postgraduate Diploma in Creative Development of Advertising Campaigns guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma issued by TECH Technological University.



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*Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork”*

This **Postgraduate Diploma in Creative Development of Advertising Campaigns** 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 Creative Development of Advertising Campaigns**

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.

future  
health confidence people  
education information tutors  
guarantee accreditation teaching  
institutions technology learning  
community commitment  
personalized service innovation  
knowledge present  
development language  
virtual classroom



## Postgraduate Diploma Creative Development of Advertising Campaigns

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

# Postgraduate Diploma Creative Development of Advertising Campaigns

