

Postgraduate Diploma

Storytelling for Advertising





Postgraduate Diploma Storytelling for Advertising

- » 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.techtitute.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-storytelling-advertising

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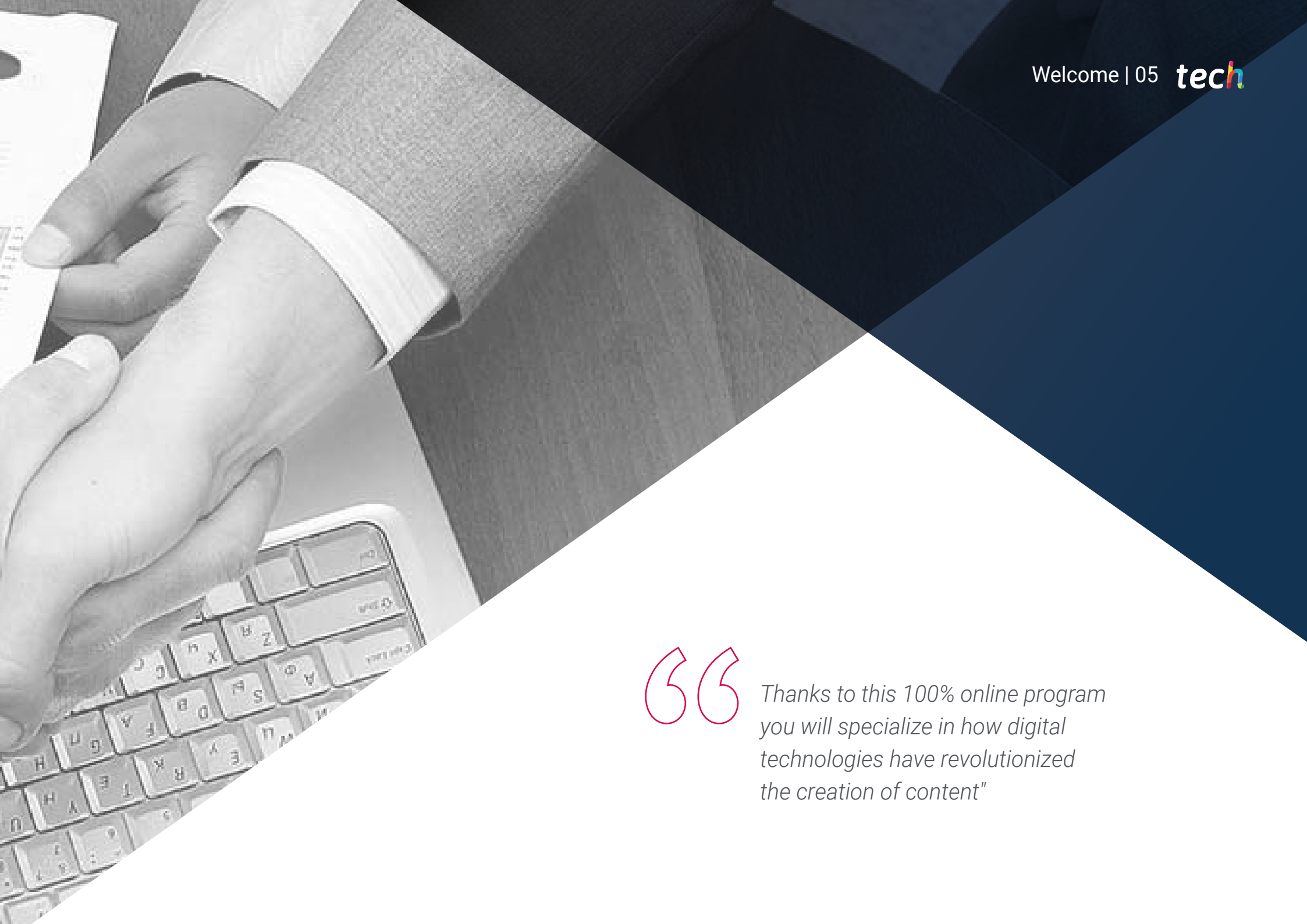
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01 Welcome

Globalization has generated advances in the field of advertising, implementing new communicative tools in the business sector. In this way, marketing strategies have been reformulated in which *Storytelling* stands out, leading to better results for the companies that resort to it. Therefore, professionals will need to be updated in a field that is constantly changing. That is why this academic program has been developed with technological resources and other innovations related to the detailed analysis of the target audience and the use of *insight* in advertising. All this, through the *Relearning* methodology and a complete 100% online platform that offers the greatest flexibility and time convenience.



Postgraduate Diploma in Storytelling for Advertising
TECH Technological University



“

Thanks to this 100% online program you will specialize in how digital technologies have revolutionized the creation of content"

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

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 (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 groundbreaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.



Learn with the best

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

Teachers representing 20 different nationalities



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

03

Why Our Program?

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

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



“

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

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

01

A Strong Boost to Your Career

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

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

02

Develop a strategic and global vision of the company

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

Our global vision of companies will improve your strategic vision.

03

Consolidate the student's senior management skills

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

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

04

You will take on new responsibilities

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

45% of graduates are promoted internally.

05

Access to a powerful network of contacts

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

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

06

Thoroughly develop business projects.

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

20% of our students develop their own business idea.

07

Improve soft skills and management skills

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

Improve your communication and leadership skills and enhance your career.

08

You will be part of an exclusive community

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

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

04 Objectives

This academic program will provide graduates with the most current developments in the area of *Storytelling*, allowing them to achieve their goals through unique knowledge, providing more value to their professional career. Also, TECH will provide innovative tools in the development of the program, strengthening skills related to multiplatform, *crossmedia* and *transmedia* content. Therefore, upon completion of this Postgraduate Diploma, the students will have broadened their skills regarding creative techniques and the keys to advertising.



“

After this Postgraduate Diploma, you will be up to date about branded content and its similarities with traditional advertising”

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

The **Postgraduate Diploma in Storytelling for Advertising** 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

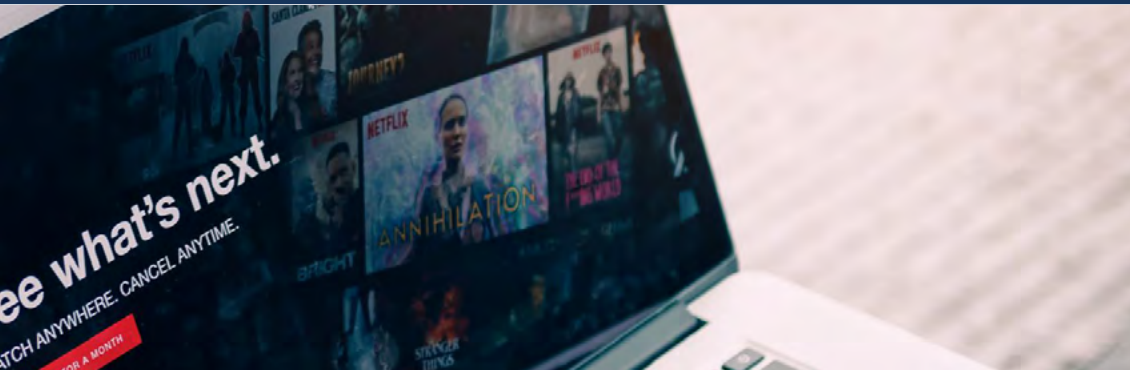


06

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 Storytelling for Advertising is a program that is specifically oriented towards essential knowledge regarding the creative process, multimedia creativity and the monopoly of brands. Accordingly, this academic program is focused from a theoretical-practical structure accompanied by the experience and background of a highly qualified teaching staff.



“

No predefined schedules or continuous evaluations: TECH Technological University guarantees you the fastest and most flexible access to its academic content"

Syllabus

This university program integrates 450 hours of online learning, where TECH, through a first level education, will take the graduates to the top of their professional career, achieving the best positions in the business and advertising sector. In this way, they will overcome the different obstacles that Advertising has in the work environment. Therefore, the program provides a variety of knowledge that addresses in detail the key aspects to stimulate creative thinking according to de Bono.

The teaching team has designed an exclusive syllabus that incorporates 3 modules, in order for students to broaden their competencies regarding the importance of rhetorical figures in commercial communication, social responsibility and fundraising.

In addition, graduates of this Postgraduate Diploma will delve into how digital technologies have revolutionized the creation of content and promotional strategies in the online environment. They will become great specialists in the integration of artificial intelligence and content generation for the metaverse.

For this academic program, the negotiators will be supported by the exclusive Relearning methodology.

Through it, they will be able to examine complex concepts and assimilate their daily application in an instantaneous way. At the same time, the program is taught from an innovative 100% online learning platform that is not subject to fixed schedules or continuous evaluation chronograms.

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

Module 1

The generation of advertising ideas

Module 2

The branded content

Module 3

Applied advertising creativity



Where, When and How is it Taught?

TECH offers the possibility of developing this Postgraduate Diploma in Storytelling for Advertising 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. The generation of advertising ideas

1.1. What Does It Take to Get to the Idea

- 1.1.1. State the problem
- 1.1.2. Stopping to think, the first step to differentiate yourself
- 1.1.3. Think, reflect, think again and so on for several days
- 1.1.4. Convincing yourself to get there
- 1.1.5. A creative environment stimulates creativity
- 1.1.6. How your creativity is contagious
- 1.1.7. Get out of the office, live, enjoy
- 1.1.8. The creative briefing
- 1.1.9. Creative demand
- 1.1.10. Break with the established
- 1.1.11. The key word: partnership

1.2. Creative thinking

- 1.2.1. People who have theorized about creative thinking
- 1.2.2. Key aspects to stimulate creative thinking according to de Bono
- 1.2.3. Conclusions

1.3. Creative Process

- 1.3.1. The creative concept
- 1.3.2. The creative strategy in function of the product life cycle
- 1.3.3. Launching strategies

1.4. The advertising creative's software

- 1.4.1. Actions of creative advertising thinking
- 1.4.2. Phases
- 1.4.3. Possibilities of use
- 1.4.4. Safety rules
- 1.4.5. Thought process

1.5. The Creative Team

- 1.5.1. The copy or copywriter
- 1.5.2. The designer and the art director
- 1.5.3. The creative director
- 1.5.4. The creative
- 1.5.6. Six thinking hats

1.6. Rhetorical thinking

- 1.6.1. Most used rhetorical figures
- 1.6.2. Importance of rhetorical figures in commercial communication
- 1.6.3. Examples of rhetorical advertisements

1.7. Designing with creativity

- 1.7.1. Image manipulation
- 1.7.2. Production
- 1.7.3. Visual rhetoric
- 1.7.4. Typography in advertising

1.8. Recommendations to create

- 1.8.1. Meaningful copy
- 1.8.2. Phrases of the great advertising creatives
- 1.8.3. Recommendations of famous designers

1.9. Types of Creativity

- 1.9.1. Artistic
- 1.9.2. Scientist
- 1.9.3. Technological
- 1.9.4. Enterprise
- 1.9.6. Advertising
- 1.9.7. Designers

1.10. Creative Profiles

- 1.10.1. Visionaries
- 1.10.2. Experimenters
- 1.10.3. Observers
- 1.10.4. Connectors
- 1.10.5. Analytical
- 1.10.6. Collaborators
- 1.10.7. Narrators

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. Applied advertising creativityCreative Publicist

3.1. The Metaverse

- 3.1.1. What Is It?
- 3.1.2. What creative opportunities it offers
- 3.1.3. Examples

3.2. Metaverse companies

- 3.2.1. Metaverse customers
- 3.2.2. NFTs
- 3.2.3. Business sectors
- 3.2.4. Working in the metaverse
- 3.2.5. Blockchain and metaverse

3.3. The leap to the metaverse

- 3.3.1. Digital humanization
- 3.3.2. Avatarization
- 3.3.3. The Future

3.4. Artificial intelligence and generation of content for the metaverse

- 3.4.1. AI
- 3.4.2. Contents
- 3.4.3. Texts
- 3.4.4. The audios
- 3.4.5. Images
- 3.4.6. The world of work

3.5. Let's imagine the era of the metaverse and artificial intelligence

- 3.5.1. What creative opportunities it offers
- 3.5.2. Examples
- 3.5.3. Conclusions

3.6. Trademark monopoly

- 3.6.1. A single metaverse
- 3.6.2. Trademark distribution chains
- 3.6.3. The consumer shareholder

3.7. How will creatives work in this new era?

- 3.7.1. Skills
- 3.7.2. Attitudes
- 3.7.3. Conclusions

3.8. Creative opportunities metaverse

- 3.8.1. Immersive Experiences
- 3.8.2. Brand Avatars
- 3.8.3. Virtual Events
- 3.8.4. Personalization
- 3.8.5. Creative collaborations
- 3.8.6. Augmented Reality
- 3.8.7. Native Advertising
- 3.8.8. Constant Innovation

3.9. Creative opportunities IA

- 3.9.1. Personalized Content Generation
- 3.9.2. Marketing Campaign Optimization
- 3.9.3. Design and Creation of Images and Videos
- 3.9.4. Augmented Reality (AR) and Virtual Reality (VR)
- 3.9.5. Generative Music and Art
- 3.9.6. Automation of Creative Processes
- 3.9.7. Value Links

3.10. Neuroscience

- 3.10.1. Cognitive neuroscience
- 3.10.2. Neuromarketing
- 3.10.3. Emotional neuroscience



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 Postgraduate Diploma is aimed at University Graduates and Undergraduates who have previously completed any of the following degrees in the field of Social and Legal Sciences, Administrative and Economics.

This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities.

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.





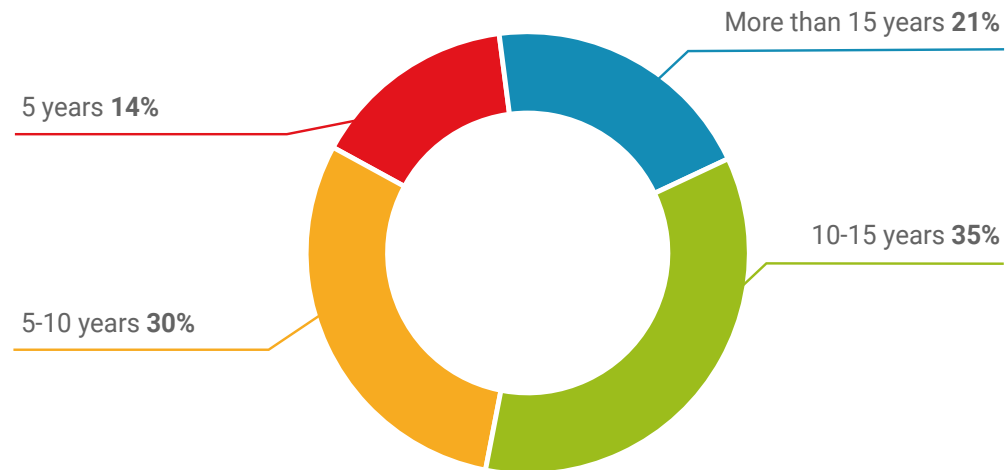
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If you have experience in Storytelling, and are looking for an interesting improvement in your career while continuing to work, this is the program for you"

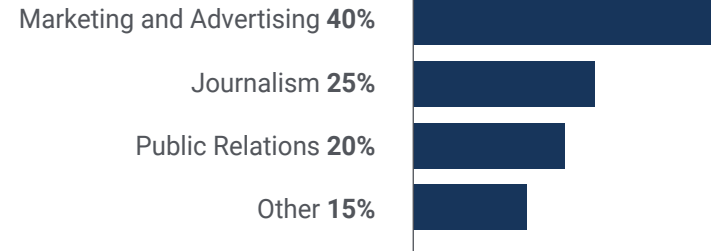
Average Age

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

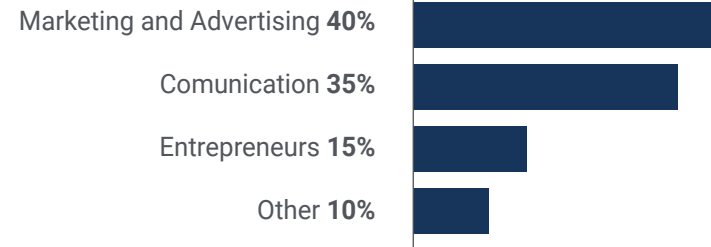
Years of Experience



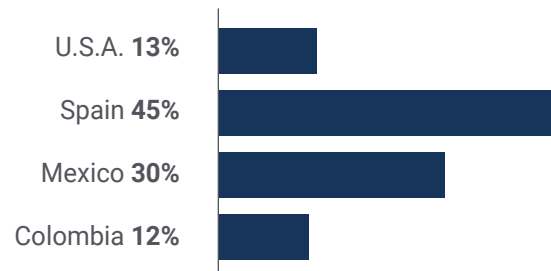
Training



Academic Profile



Geographical Distribution



Mario García Ruiz

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

This Postgraduate Diploma has a teaching team with extensive experience and specialized knowledge in the advertising sector. Therefore, educational excellence is reflected in a dynamic and updated approach to the syllabus, incorporating the latest communication trends. Therefore, simulated cases and the analysis of real situations are integrated so that students reach an advanced praxis, allowing them to face the most urgent professional challenges in the field of creative strategy according to the product's life cycle.





“

Great experts in Storytelling for Advertising teach this innovative and rigorous Postgraduate Diploma"

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*

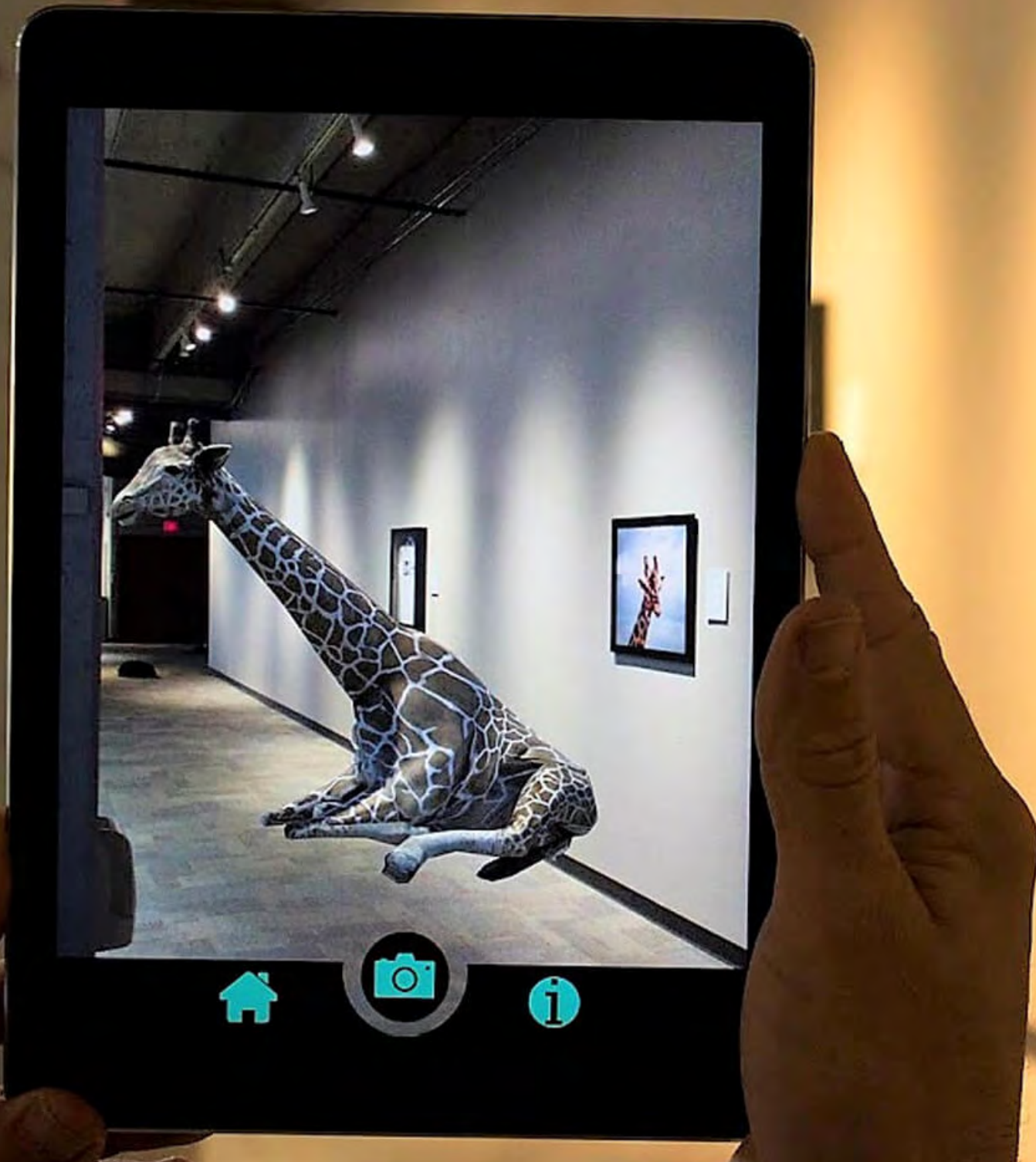
Professors

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. Pita, Eva

- ♦ CEO of L'Evita Creatividad
- ♦ Graduate in Advertising from the Barcelona University



09

Impact on Your Career

This program has been created with the purpose of integrating in the graduates the knowledge that will lead them to face the necessary situations in the advertising field. In this way, TECH goes into detail in the education of the highest quality, seeking efficiency in each of its qualifications. In this way, guaranteeing students a specialized learning in the generation of advertising ideas.



“

Branded content and other advertising aspects can be integrated into Storytelling through this intensive program"

Marketing Campaign Optimization is another skill you will have in your hands after this comprehensive 6-month program.

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

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

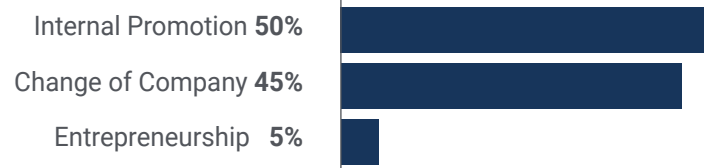
If you want to improve yourself, make a positive change at a professional level, and network with the best, then this is the place for you.

Take advantage of this rigorous and comprehensive opportunity to expand your Storytelling skills through TECH, the best online university in the world according to Forbes.

When the change occurs



Type of change



Salary increase

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 university training and updating"

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

01

Growth of talent and intellectual capital

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

02

Retaining high-potential executives to avoid talent drain

This program strengthens the link between the company and the professional and opens new avenues for professional growth within the company.

03

Building agents of change

You will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.

04

Increased international expansion possibilities

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



05

Project Development

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

06

Increased competitiveness

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

11

Certificate

The Postgraduate Diploma in Storytelling for Advertising 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 Storytelling for Advertising** 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 Storytelling for Advertising**

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



Postgraduate Diploma Storytelling for Advertising

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

Postgraduate Diploma Storytelling for Advertising

