Hybrid Professional Master's Degree
Advertising Communication

tech global university

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Hybrid Professional Master's Degree
Advertising Communication

Modality: **Hybrid (Online + Internship)**

Duration: **12 months**

Certificate: **TECH Global University**

Accreditation: **60 + 4 ECTS**

Website: **www.techtitute.com/us/journalism-communication/hybrid-professional-master-degree/hybrid-professional-master-degree-advertising-communication**

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01
Introduction

Advertising Communication is immersed in a dynamic and diverse environment, driven by technological advances and changes in consumer behavior. In fact, digitalization has revolutionized the way brands connect with their audience, allowing for more precise segmentation and personalized marketing strategies. In addition, the proliferation of social media platforms and the rise of user-generated content have redefined advertising strategies, prioritizing authenticity and online interaction. Within this framework, TECH has created a complete program, structured in two sections: a theoretical one completely online and another one consisting of a 3-week practical stay in a renowned law firm.

"

This Hybrid Professional Master's Degree will specialize you in Advertising Communication, from the understanding of consumer psychology to the mastery of creative tools and digital management skills"

The advancement of technology has revolutionized the way brands connect with consumers, introducing new platforms and tools that allow for more precise segmentation and more direct interaction. From social networks to Augmented Reality, the possibilities are endless, challenging Advertising Communication professionals to adapt quickly and create strategies that stand out in an environment saturated with advertising messages.

This is how this Hybrid Professional Master's Degree was created, which will address the structure of communication, providing professionals with a solid understanding of the fundamental principles that govern the effective transmission of advertising messages. In addition, it will be complemented by an introduction to the psychology of communication, exploring how mental and emotional processes influence the public's responses to advertising.

The course will also focus on advertising language and creativity in communication, providing journalists with the tools to develop persuasive and original messages. Both copywriting and art direction, crucial aspects in the production of quality advertising content, will also be examined.

Finally, corporate identity and public opinion will be covered, as well as the world of social networks and Community Management, preparing graduates to face the challenges of the digital environment. Legal and ethical regulations governing advertising practice will also be understood, ensuring that professionals are equipped to operate within legal and ethical boundaries while promoting products and services.

As such, TECH has developed a comprehensive university program, divided into two distinct segments. The first part will be completely online, adapting to the specific needs of the students and using the innovative Relearning methodology, which is based on the repetition of key concepts to facilitate a better assimilation of the content. The second part will consist of a three-week intensive internship at a leading company in the 3 weeks in a leading company in the advertising sector.

This **Hybrid Professional Master's Degree in Advertising Communication** contains the most complete and up-to-date program on the market. The most important features include:

- Development of more than 100 case studies presented by university professors and communication professionals who are experts in advertising and marketing

- Its graphic, schematic and eminently practical contents, with which they are conceived, gather essential information on those strategies and tools that are indispensable for professional practice

- All of this will be complemented by theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments

- Content that is accessible from any fixed or portable device with an Internet connection

- Furthermore, you will be able to carry out an internship in one of the best companies

Add to your online study the realization of an internship internship in a marketing and advertising company, with the highest quality standards and the latest technology"

*Put your creativity to the test!
You will analyze the role played
by this fundamental skill in
advertising communication,
from effective copywriting to
innovative art direction"*

*You will acquire a complete and updated
knowledge in Advertising Communication,
preparing you to face the challenges of
the market with solid knowledge and
skills. What are you waiting for to enroll?*

*You will delve into the psychology
of communication, gaining a deep
understanding of how mental and
emotional processes influence the public's
responses to advertising strategies.*

In this Professional Master's Degree proposal, professionalizing and blended mode, the program aims to update advertising professionals who develop their functions in Marketing and advertising companies, and who require a high level of qualification. The contents are based on the latest scientific evidence, and oriented in a didactic way to integrate theoretical knowledge in the advertising practice, and the theoretical-practical elements will facilitate the theoretical-practical elements will facilitate the updating of knowledge.

Thanks to its multimedia content elaborated with the latest educational technology, they will allow the advertising professional a situated and contextual learning, that is to say, a simulated environment that will provide an immersive learning programmed to specialize in real situations. The design of this program is based on Problem Based Learning, by which you will have to try to solve the professional practice situations that arise throughout the program. For this purpose, the student will be assisted by an innovative interactive video system created by renowned and experienced experts.

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Why Study this Hybrid Professional Master's Degree?

Taking a Hybrid Professional Master's Degree in Advertising Communication will offer a unique opportunity for those who wish to enter the exciting world of advertising with flexibility and depth. This type of program combines the convenience of online study with direct interaction and hands-on learning, a hybrid approach that will facilitate the immediate application of theoretical knowledge in real projects, fostering the development of practical skills and the creation of a network of professional contacts. In addition, by covering topics as diverse as the psychology of communication, advertising creativity and social media management, professionals will be prepared to face the current and future challenges of the advertising field.
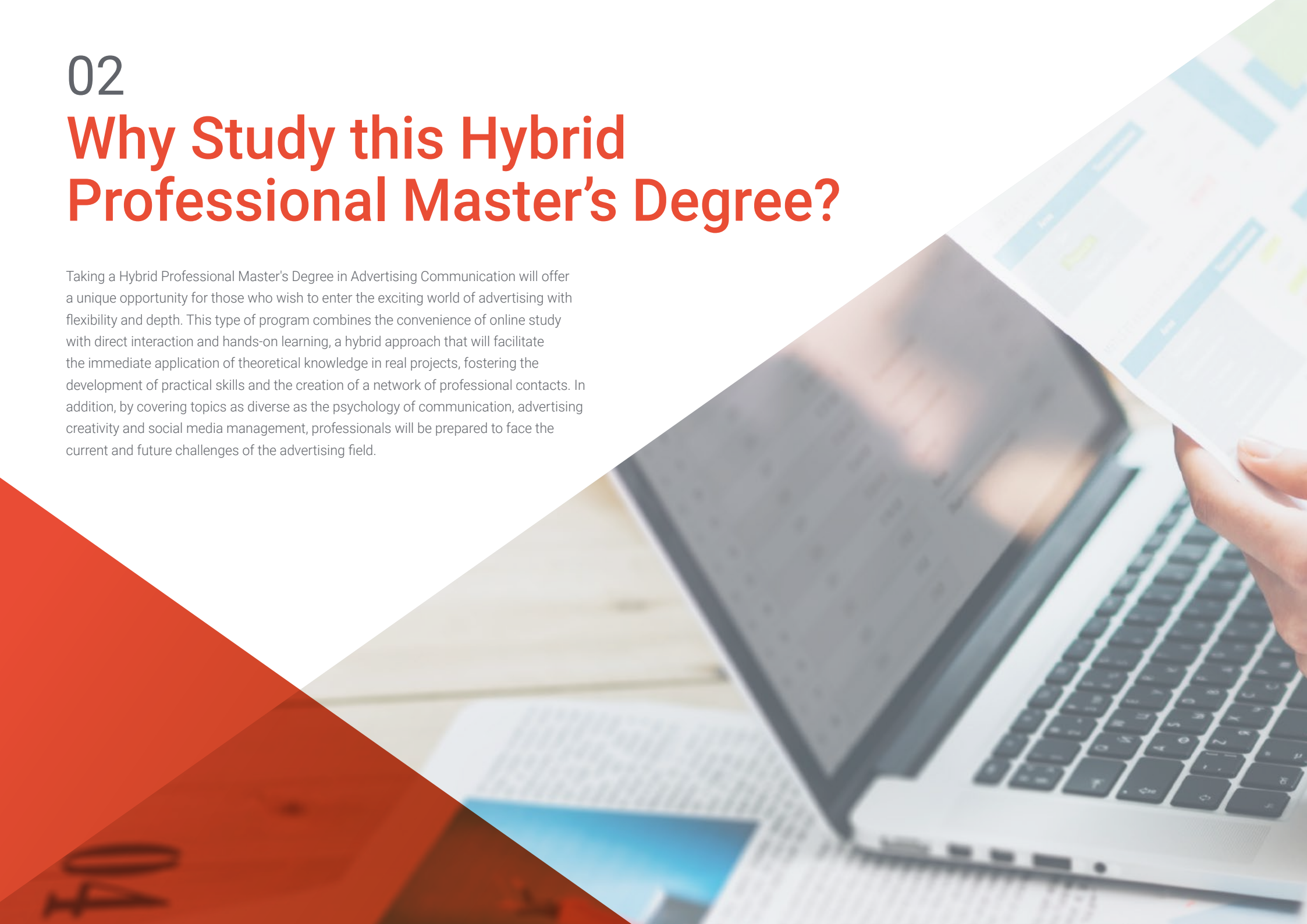
You will gain solid theoretical knowledge through the most innovative digital resources, and then benefit from a practical stay in a renowned advertising company"

1. Updating from the latest technology available

Among the most outstanding innovations in Advertising Communication is the use of Artificial Intelligence and Machine Learning, enabling the creation of highly personalized and segmented campaigns in real time. Big Data analysis platforms also provide deep insights into consumer behavior, facilitating more effective and accurate strategies. In addition, Augmented Reality (AR) and Virtual Reality (VR) are transforming user experiences, offering more immersive and memorable interactions.

2. Gaining in-depth knowledge from the experience of top specialists

The large team of professionals that will accompany the specialist throughout the practical period is a first-class and an unprecedented guarantee of updating. With a specifically designated tutor, the student will be able to work on real projects in a state-of-the-art environment, which will allow them to incorporate in their daily practice the most effective procedures and tools in Advertising Communication

3. Entering first-class professional environments

TECH carefully selects all available centers for Internship Programs. Thanks to this, specialists will have guaranteed access to a prestigious work environment in the area of Advertising Communication. In this way, you will be able to see the day-to-day work of a demanding, rigorous and exhaustive work area, always applying the latest Strategies and techniques in its work methodology.

4. Combining the best theory with state-of-the-art practice

The academic market is plagued by teaching programs that are poorly adapted to the daily work of the specialist and that require long teaching hours, often not very compatible with personal and professional life. For this reason, TECH offers a new learning model, 100% practical, that allows you to take charge of large projects in the field of Advertising Communication and, best of all, to put it into professional practice in just 3 weeks.

5. Opening the door to new opportunities

The growing importance of social media and user-generated content offers new avenues for direct and authentic interaction with consumers. In fact, the rise of emerging platforms and innovative formats, such as Influencer Marketing, also expands creative and outreach possibilities. By staying on top of these trends and adapting quickly to market changes, Advertising Communications professionals will discover unique opportunities to stand out, strengthen brand recognition and make a significant impact.

You will have full practical immersion at the center of your choice"

03
Objectives

Among the objectives of this Hybrid Professional Master's Degree is to enable graduates to understand the structure and functioning of Advertising Communication, as well as to master creativity, copywriting, art direction and corporate identity management techniques. In addition, critical thinking and the ability to analyze ethical and legal challenges in the advertising field will be fostered, preparing graduates to stand out in a demanding and constantly evolving professional environment.

At the end of the Hybrid Professional Master's Degree, you will be prepared to face the challenges of the contemporary advertising world, taking advantage of the opportunities of the forms of communication in the digital era"

General Objective

- The main objective of this academic degree will be to specialize journalists to acquire knowledge and skills that will enable them to communicate effectively in different contexts, channels and platforms, using appropriate languages for each communicative style. Therefore, with a combination of theory and practice, they will learn in depth the fundamental principles of communication, as well as the specific tools and strategies to develop persuasive and creative messages that resonate with the target audience

You will equip yourself with specific skills in key areas such as creativity, persuasive copywriting, art direction and corporate identity management. With all the TECH quality guarantees!"
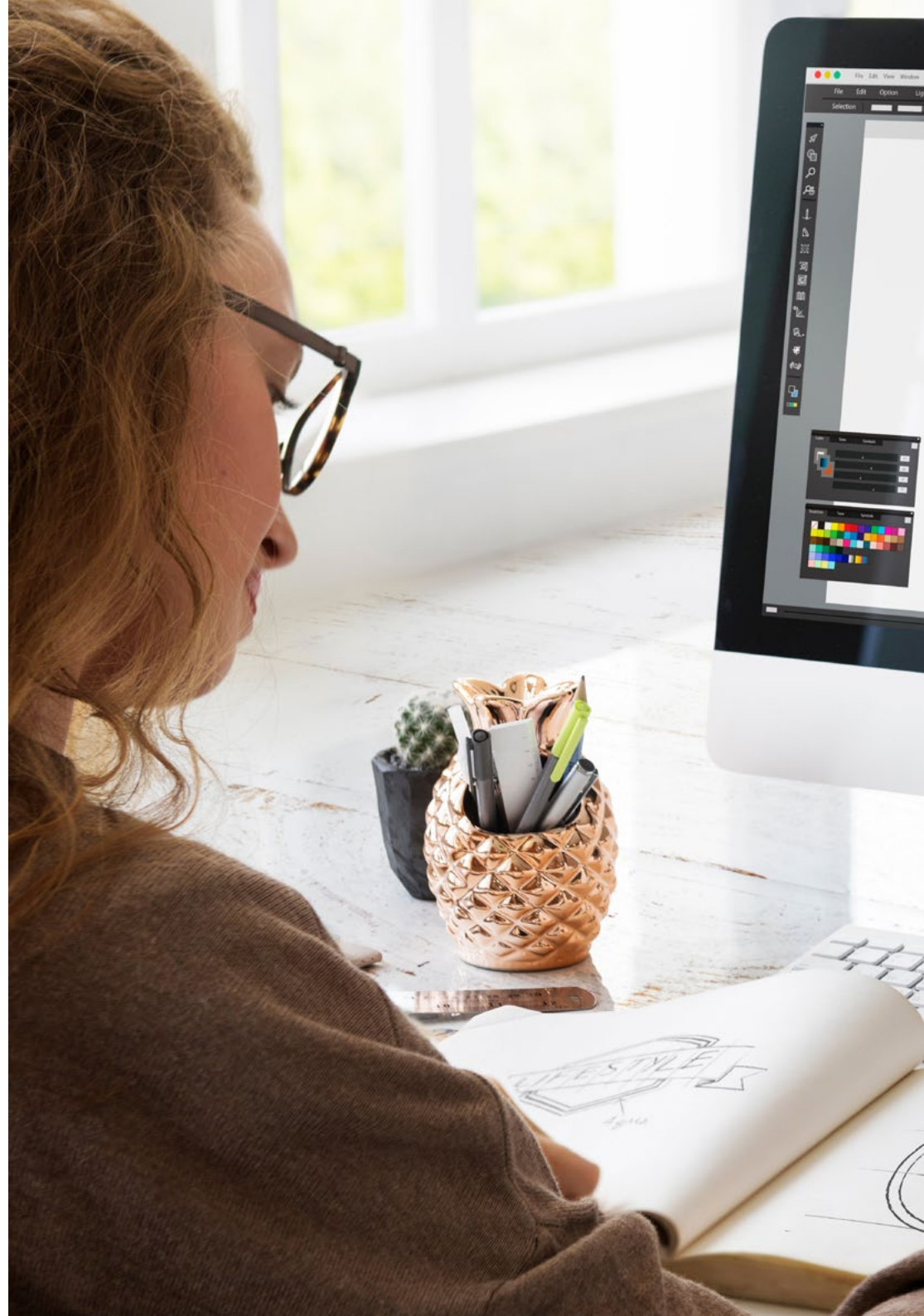
Specific Objectives

Module 1. Structure of Communication

- Be able to understand the basic concepts and theoretical models of human communication, its elements and characteristics, as well as the role it plays in the psychological processes of advertising and public relations
- Be able to properly contextualize media systems and the global communication structure
- Know how to describe the main research trends in social communication, as well as their different models: behaviorist, functional, constructivist and structuralist
- Know how to define the framework of action of the large media groups and their concentration processes

Module 2. Introduction to the Psychology of Communication

- Enable the student to relate advertising and public relations in a coherent manner with other social and human sciences
- Enable the student to understand the basic concepts and theoretical models of human communication, its elements and characteristics, as well as the role it plays in the psychological processes of advertising and public relations
- Prepare the student to identify and analyze the psychosocial, cognitive and emotional processes of advertising communication and public relations

Module 3. Advertising Language

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

- Know how to apply creative processes to the field of communication, especially advertising and public relations

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

- Encourage creativity and persuasion through different media and communication media

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

Module 4. Creativity in Communication

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

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

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

- Know the fields of advertising and public relations and their processes and organizational structures

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

- Identify the fundamental principles of human creativity and its application in the different forms of persuasive communication

Module 5. Creative Advertising I: Writing

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

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

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

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

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

Module 6. Creative Advertising II: Art Management

- Understand the nature and communicative potential of images and graphic design.

- Know the creative advertising process

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

- Carry out the professional role of art director in advertising agency or an advertising department in a company or institution

- Participate in the creation of audiovisual advertising

Module 7. Corporate Identity

- Encourage creativity and persuasion through different supports and different means of communication
- Specialize the student to understand the main debates and media events arising from the current situation and how they are generated and disseminated according to communication strategies and interests of all kinds
- Prepare the student to know the significant and appropriate tools for the study of advertising and public relations
- Enable the student to act as an advertising and public relations professional in accordance with the legal and ethical standards of the profession
- Understand the communication department within businesses and institutions
- Be able to apply the necessary techniques for the management of a communications department within companies and institutions
- Know how to organize events in the private and public sphere, following protocol guidelines

Module 8. Public Opinion

- Recognize the basic concepts and theoretical models of human communication, its elements and characteristics, as well as the role in the psychological processes of advertising and public relations
- Know how to reflect with theoretical soundness and empirical rigor on the processes by which the advertising and public relations professional helps build and express public opinion
- Identify multiple expressions, phenomena and processes of public opinion
- Know how to relate advertising and public relations in a coherent manner with other social and human sciences

Module 9. Social Networks and Community Management

- Enable the student to understand the importance of the Internet in the search and management of information in the field of advertising and public relations in its application to specific cases
- Be able to analyze, process, interpret, elaborate and structure digital communication
- Enable the student to analyze and optimize the use of new communication channels and strategies of digital media by the advertising and public relations professional
- Understand the importance of social networks and e-mobile as a support and commercial revolution and use these tools to achieve advertising and public relations objectives

04
Skills

This university program will develop integral competencies in graduates, enabling them to excel in the dynamic field of contemporary advertising. These skills will include the ability to analyze and understand the needs and preferences of the audience, as well as to develop creative and persuasive strategies that generate impact and connect with the target audience. In addition, technical skills will be acquired in persuasive writing, art direction, corporate identity management and effective management of social networks and Community Management.

Critical thinking, problem solving and the ability to adapt quickly to changes in the media environment will be fostered in this high quality university program"

General Skill

- Acquire the necessary skills for the professional practice of the Advertising Communication with the knowledge of all the necessary factors to perform it with quality and solvency

"*You will be prepared to lead innovative and successful advertising projects in any professional context, through the best didactic materials, at the forefront of technology and education*"

Specific Skills

- Describe the characteristics and fundamentals of communication
- See human social communication as a social science
- Know how to use the different online communication platforms
- Develop a plan for the creation of the corporate identity
- Create communication in the digital environment
- Use psychological mechanisms present in communication
- Using advertising language
- Apply creative techniques in communication
- Write advertising copy
- Perform art direction in advertising contexts
- Develop a corporate identity for an organization
- Recognize the flows of public opinion and the ability to exert force on them
- Carry out efficient community management tasks

05
Educational Plan

From understanding the theoretical foundations of communication to mastering creative and digital strategies, this program will offer a balanced combination of theoretical knowledge and practical skills. As such, the contents will include modules on the structure of communication, consumer psychology, advertising language, creativity in communication, persuasive copywriting, art direction, corporate identity, public opinion, social media management and advertising law.

> *The contents of the degree will cover a wide range of content, designed to provide you with a complete and up-to-date training in Advertising Communication"*

Module 1. Structure of Communication

1.1.   Theory, Concept and Method of Communication Structure
    1.1.1.   Autonomy of the Discipline and Relationships with other Subjects
    1.1.2.   The Structuralist Method
    1.1.3.   Definition and Purpose of the «Communication Structure»
    1.1.4.   Guide to the Analysis of Communication Structure

1.2.   New International Communication Order
    1.2.1.   Control and Ownership of Communication
    1.2.2.   Communication Marketing
    1.2.3.   Cultural Dimension of Communication

1.3.   Major Information Agencies
    1.3.1.   What is an Information Agency?
    1.3.2.   Information and News. Importance of the Journalist
    1.3.3.   Before the Internet, the Great Unknowns
    1.3.4.   A Globalized Map. From Local to Transnational
    1.3.5.   News Agencies can be seen Thanks to the Internet
    1.3.6.   The World's Major Agencies

1.4.   The Advertising Industry and its Relationship with the Media System
    1.4.1.   Advertising Industry, Consciousness Industries
    1.4.2.   The Need of Advertising for the Media
    1.4.3.   Structure of the Advertising Industry
    1.4.4.   The Media and its Relationship with the Advertising Industry

1.5.   Cinema and the Culture and Leisure Market
    1.5.1.   Introduction
    1.5.2.   The Complex Nature of Cinema
    1.5.3.   The Origin of the Industry
    1.5.4.   Hollywood, the Film Capital of the World
    1.5.5.   The Power of Hollywood
    1.5.6.   From the Golden Hollywood Oscars to the Photocall of New Platforms
    1.5.7.   New Displays

1.6.   Political Power and the Media
    1.6.1.   Influence of the Media in the Formation of Society
    1.6.2.   Media and Political Power
    1.6.3.   (Political) Manipulation and Power

1.7.   Media Concentration and Communication Policies
    1.7.1.   Theoretical Approach to External Growth Processes
    1.7.2.   Competition and Communication Policies in the European Union

1.8.   Communication Structure in Latin America
    1.8.1.   Introduction
    1.8.2.   Historical Approach
    1.8.3.   Bipolarity of the Latin American Media System
    1.8.4.   U.S. Hispanic Media

1.9.   A Prospective of the Structure of Communication and Journalism
    1.9.1.   Digitalization and the New Media Structure
    1.9.2.   The Structure of Communication in Democratic Countries

Module 2. Introduction to the Psychology of Communication

2.1. History of Psychology
- 2.1.1. We Begin with the Study of Psychology
- 2.1.2. Science in Evolution. Historical and Paradigmatic Changes
- 2.1.3. Paradigms and Stages in Psychology
- 2.1.4. Cognitive Science

2.2. Introduction to Social Psychology
- 2.2.1. Beginning with the Study of Social Psychology: The Influence of Social Psychology
- 2.2.2. Empathy, Altruism and Helping Behavior

2.3. Social Cognition: the Processing of Social Information
- 2.3.1. Thinking and Knowing, Vital Necessities
- 2.3.2. Social Cognition
- 2.3.3. Organizing Information
- 2.3.4. Prototypical or Categorical Thinking
- 2.3.5. The Mistakes We Make in Thinking: Inferential Biases
- 2.3.6. Automatic Information Processing

2.4. Personality Psychology
- 2.4.1. What is the Self? Identity and Personality
- 2.4.2. Self-awareness
- 2.4.3. Self-esteem
- 2.4.4. Self-knowledge
- 2.4.5. Interpersonal Variables in Personality Shaping
- 2.4.6. Macro-social Variables in the Configuration of Personality

2.5. Emotions
- 2.5.1. What do we Talk about When we Get Excited?
- 2.5.2. The Nature of Emotions
- 2.5.3. Emotions and Personality
- 2.5.4. From another Perspective. Social Emotions

2.6. Psychology of Communication. Persuasion and Attitude Change
- 2.6.1. Introduction to the Psychology of Communication
- 2.6.2. Attitudes
- 2.6.3. Historical Models in the Study of Persuasive Communication
- 2.6.4. The Elaboration Probability Model (ELM)
- 2.6.5. Communication Processes through the Media

2.7. The Sender
- 2.7.1. The Source of Persuasive Communication
- 2.7.2. Source Characteristics. Credibility
- 2.7.3. Source Characteristics. The Appeal
- 2.7.4. Emitter Characteristics. The Power
- 2.7.5. Processes in Persuasive Communication. Mechanisms Based on Primary Cognition

2.8. The Message
- 2.8.1. We Begin by Studying the Composition of the Message
- 2.8.2. Types of Messages: Rational vs. Emotional Messages
- 2.8.3. Emotional Messaging and Communication: Fear Inducing Messages
- 2.8.4. Rational Messages and Communication

2.9. The Receiver
- 2.9.1. The Role of the Recipient according to the Elaboration Probability Model
- 2.9.2. Recipient Needs and Motives: Their Impact on Attitude Change

2.10. New Perspectives in the Study of Communication
- 2.10.1. Non-conscious Processing of Information. Automatic Processes
- 2.10.2. Measuring Automatic Processes in Communication
- 2.10.3. First Steps in the New Paradigms
- 2.10.4. Theories of Dual Processing Systems

Module 3. Advertising Language

3.1. Thinking and Writing: Definition
    3.1.1. Definition of Copywriting
    3.1.2. Historical Background of Advertising Copywriting and Phases of Professionalization

3.2. Copywriting and Creativity
    3.2.1. Conditions of the Copywriting Process
    3.2.2. Linguistic Competence
    3.2.3. Functions of the Copywriter
    3.2.4. Definition of the Functions of the Copywriter

3.3. The Principle of Coherence and Campaign Conceptualization
    3.3.1. The Principle of Campaign Unity
    3.3.2. The Creative Team
    3.3.3. The Conceptualization Process: Hidden Creativity
    3.3.4. What is a Concept?
    3.3.5. Applications of the Conceptualization Process
    3.3.6. The Advertising Concept
    3.3.7. Utility and Advantages of the Advertising Concept

3.4. Advertising and Rhetoric
    3.4.1. Copywriting and Rhetoric
    3.4.2. Placing Rhetoric
    3.4.3. The Phases of Rhetoric
        3.4.3.1. Advertising Discourse and Classical Rhetorical Discourse
        3.4.3.2. Topoi and Reason Why as Argumentation

3.5. Fundamentals and Characteristics of Copywriting
    3.5.1. Correction
    3.5.2. Adaptation
    3.5.3. Efficiency
    3.5.4. Characteristics of Copywriting
        3.5.4.1. Morphological: Nominalization
        3.5.4.2. Syntactics: Destructuring
        3.5.4.3. Graphics: Emphatic Punctuation

3.6. Argumentation Strategies
    3.6.1. Description
    3.6.2. The Enthymeme
    3.6.3. Narration
    3.6.4. Intertextuality

3.7. Styles and Slogans in Copywriting
    3.7.1. The Length of the Sentence
    3.7.2. The Styles
    3.7.3. The Slogan
    3.7.4. A Phrase of Wartime Origin
    3.7.5. The Characteristics of the Slogan
    3.7.6. The Elocution of the Slogan
    3.7.7. The Forms of the Slogan
    3.7.8. The Functions of the Slogan

3.8. Principles of Applied Copywriting and the Reason Why+USP Pairing
    3.8.1. Rigor, Clarity, Accuracy
    3.8.2. Synthesis and Simplicity
    3.8.3. Advertising Text Constraints
    3.8.4. Application of the Reason Why + USP Binomial

3.9. Copywriting in Conventional and Non-Conventional Media
    3.9.1. The Division Above-the-Line/Below-the-Line
    3.9.2. Integration: Overcoming the ATL- BTL Controversy
    3.9.3. Television Copywriting
    3.9.4. Radio Copywriting
    3.9.5. Press Copywriting
    3.9.6. Copywriting for Outdoor Media
    3.9.7. Copywriting in Non-Conventional Media
    3.9.8. Direct Marketing Advertising Copywriting
    3.9.9. Interactive Media Copywriting

Module 4. Creativity in Communication

Module 5. Creative Advertising I: Copywriting

Module 6. Creative Advertising II: Art Management

Module 7. Coporate Identity

7.7. Brand Image and Positioning

    7.7.1. The Origins of Trademarks

    7.7.2. What is a Brand?

    7.7.3. The Need to Build a Brand

    7.7.4. Brand Image and Positioning

    7.7.5. The Value of Brands

7.8. Image Management through Crisis Communication

    7.8.1. Strategic Communication Plan

    7.8.2. When it All Goes Wrong: Crisis Communication

    7.8.3. Cases

7.9. The Influence of Promotions on Corporate Image

    7.9.1. The New Advertising Industry Landscape

    7.9.2. Promotional Marketing

    7.9.3. Features

    7.9.4. Dangers

    7.9.5. Promotional Types and Techniques

7.10. Distribution and Image of the Point of Sale

    7.10.1. The Main Players in Commercial Distribution in Spain

    7.10.2. The Image of Retail Distribution Companies through Positioning

    7.10.3. Through its Name and Logo

Module 8. Public Opinion

8.1. The Concept of Public Opinion

    8.1.1. Introduction

    8.1.2. Public Opinion as an Individual and Collective Phenomenon

    8.1.3. Public Opinion as a Rational Phenomenon and as a Form of Social Control

    8.1.4. Phases in the Growth of Public Opinion as a Discipline

    8.1.5. The 20th Century: The Century of Public Opinion

    8.1.6. Main Public Concerns that Keep it as a Discipline

8.2. Theoretical Framework of Public Opinion

    8.2.1. Main Orientations and Perspectives of the Discipline of Public Opinion in the 20th Century

    8.2.2. 20th Century Authors: Robert E. Park and the Spatial Conception of Public Opinion

    8.2.3. Walter Lippmann: Biased Public Opinion

    8.2.4. Jürgen Habermas: the Political-Value Perspective

    8.2.5. Niklas Luhmann: Public Opinion as a Communicative Modality

8.3. Social Psychology and Public Opinion

    8.3.1. Introduction: Psychosociological Characteristics and Public Opinion

    8.3.2. Psychosocial Variables in the Relationship of Persuasive Entities with their Public

    8.3.3. Adaptation of Public Opinion to Persuasive Messages: Conformism

8.4. Media Influence Models

    8.4.1. Types of "Effects" of the Media

    8.4.2. Research on Media Effects

    8.4.3. The Return to Media Power (Models from 1970 Onwards)

8.5. Public Opinion and Political Communication

    8.5.1. Introduction: Public Opinion and Political Communication

    8.5.2. Electoral Political Communication. Propaganda

    8.5.3. Government Political Communication

8.6. Public Opinion and Elections

    8.6.1. Do Election Campaigns Influence Public Opinion?

    8.6.2. The Effect of the Media in Election Campaigns as a Reinforcement of Existing Opinions: The Selective Exposure Theory

    8.6.3. Bandwagon and Underdog Effects

    8.6.4. The Perception of Media Influence on Others: the Third-Person Effect

    8.6.5. The Influence of Electoral Debates and Television Commercials

8.7. Government and Public Opinion

    8.7.1. Introduction

    8.7.2. Representatives and their Constituents

    8.7.3. Political Parties and Public Opinion

    8.7.4. Public Policies as an Expression of the Government's Action

Module 9. Social Networks and Community Management

06

Clinical Internship

After passing the online theoretical period, the program includes a period of practical training in a leading advertising company. In this way, students will have at their disposal the support of a tutor who will accompany them throughout the process, both in the preparation and in the development of the internship.

"

You will acquire skills and knowledge that will be immediately applicable in the professional world, preparing you to face and overcome the challenges of modern advertising communication"

The Internship Program of this Advertising Communication program consists of a practical internship in a prestigious company, lasting 3 weeks, from Monday to Friday, with 8 consecutive hours of practical training, always alongside an assistant specialist. Therefore, this internship will allow students to work on real projects with a team of professionals of reference in the area of marketing and advertising, applying the most innovative and successful legal strategies.

In this totally practical training proposal, the activities are aimed at developing and perfecting the necessary skills for the provision of advertising services for individuals and institutions, as well as specific training for the practice of the activity.

It is, without a doubt, an opportunity to learn by working in companies specialized in Advertising Communication, participating in real projects that put the specialists' knowledge to the test. Therefore, this is a new way of understanding and integrating the latest advertising strategies and tools, and turns a reference center into the ideal teaching scenario for this innovative experience in the improvement of professional skills.

The practical teaching will be carried out with the active participation of the student performing the activities and procedures of each area of competence (learning to learn and learning to do), with the accompaniment and guidance of teachers and other training partners that facilitate teamwork and multidisciplinary integration as transversal competencies for the praxis of Advertising Communication (learning to be and learning to relate).

The procedures described below will be the basis of the practical part of the program, and their implementation will be subject to the center's own availability and workload, the proposed activities being the following:

Module	Practical Activity
Design and Creativity	Collaborate in the development of creative concepts for advertising campaigns
	Create visual content, including graphics, images and videos
	Participate in brainstorming and storyboard development sessions
	Design promotional materials such as brochures, banners and digital ads
Project Management	Assist in the planning and execution of advertising campaigns
	Coordinate the logistics of promotional events and brand activations
	Monitor project progress and update work schedules
	Collaborate with internal and external teams to ensure timely delivery of projects
Communication and Interpersonal Relationships	Assist in writing press releases and social media content
	Maintain communication with clients and vendors to coordinate activities
	Participate in internal and external meetings, taking notes and performing follow-ups
	Support the management of the company's social networks, responding to comments and messages from followers and messages
Research and Analysis	Collect data on advertising market trends
	Analyze competitors and their communication strategies
	Conduct market research and audience analysis
	Research new platforms and emerging advertising technologies

Civil Liability Insurance

This institution's main concern is to guarantee the safety of the students and other collaborating agents involved in the internship process at the company. Among the measures dedicated to achieve this is the response to any incident that may occur during the entire teaching-learning process.

To this end, this educational entity undertakes to take out civil liability insurance to cover any eventuality that may arise during the internship during the stay at the internship center.

This liability policy for interns will have broad coverage and will be taken out prior to the start of the practical training period. That way professionals will not have to worry in case of having to face an unexpected situation and will be covered until the end of the internship program at the center.

General Conditions of the Internship Program

The general terms and conditions of the internship agreement for the program are as follows:

1. TUTOR: During the Hybrid Professional Master's Degree, students will be assigned two tutors who will accompany them throughout the process, answering any doubts and questions that may arise. On the one hand, there will be a professional tutor belonging to the internship center who will have the purpose of guiding and supporting the student at all times. On the other hand, they will also be assigned an academic tutor whose mission will be to coordinate and help the students during the whole process, solving doubts and facilitating everything they may need. In this way, the student will be accompanied and will be able to discuss any doubts that may arise, both practical and academic.

2. DURATION: The internship program will have a duration of three continuous weeks, in 8-hour days, 5 days a week. The days of attendance and the schedule will be the responsibility of the center and the professional will be informed well in advance so that they can make the appropriate arrangements.

3. ABSENCE: If the student does not show up on the start date of the Hybrid Professional Master's Degree, they will lose the right to it, without the possibility of reimbursement or change of dates. Absence for more than two days from the internship, without justification or a medical reason, will result in the professional's withdrawal from the internship, therefore, automatic termination of the internship. Any problems that may arise during the course of the internship must be urgently reported to the academic tutor.

4. CERTIFICATION: Professionals who pass the Hybrid Professional Master's Degree will receive a certificate accrediting their stay at the center.

5. EMPLOYMENT RELATIONSHIP: the Hybrid Professional Master's Degree shall not constitute an employment relationship of any kind.

6. PRIOR EDUCATION: Some centers may require a certificate of prior education for the Hybrid Professional Master's Degree. In these cases, it will be necessary to submit it to the TECH internship department so that the assignment of the chosen center can be confirmed.

7. DOES NOT INCLUDE: The Hybrid Professional Master's Degree will not include any element not described in the present conditions. Therefore, it does not include accommodation, transportation to the city where the internship takes place, visas or any other items not listed.

However, students may consult with their academic tutor for any questions or recommendations in this regard. The academic tutor will provide the student with all the necessary information to facilitate the procedures in any case.

07

Where Can I Do the Internship?

This Hybrid Professional Master's Degree program includes in its itinerary a practical stay in a prestigious advertising company, where students will put into practice everything they have learned in the development of marketing and advertising projects. In this sense, and in order to bring this degree to more professionals, TECH will offer the graduate the opportunity to study it in different institutions around the country. In this way, the institution strengthens its commitment to quality and affordable education for all.

You will be able to carry out your practical stay, lasting 3 weeks, in a prestigious company specialized in Advertising Communication, under the supervision of the best experts in this field"

The student will be able to complete the practical part of this Hybrid Professional Master's Degree at the following centers:

Journalism and Communication

Marallavi Films

Country	City
Spain	Alicante

Address: Calle Poeta Campos Vasallo, nº38, 03004, Alicante

Audiovisual Production Company from Alicante, which offers corporate and promotional videos, institutional and advertising spots

Related internship programs:
Advertising Communication

Journalism and Communication
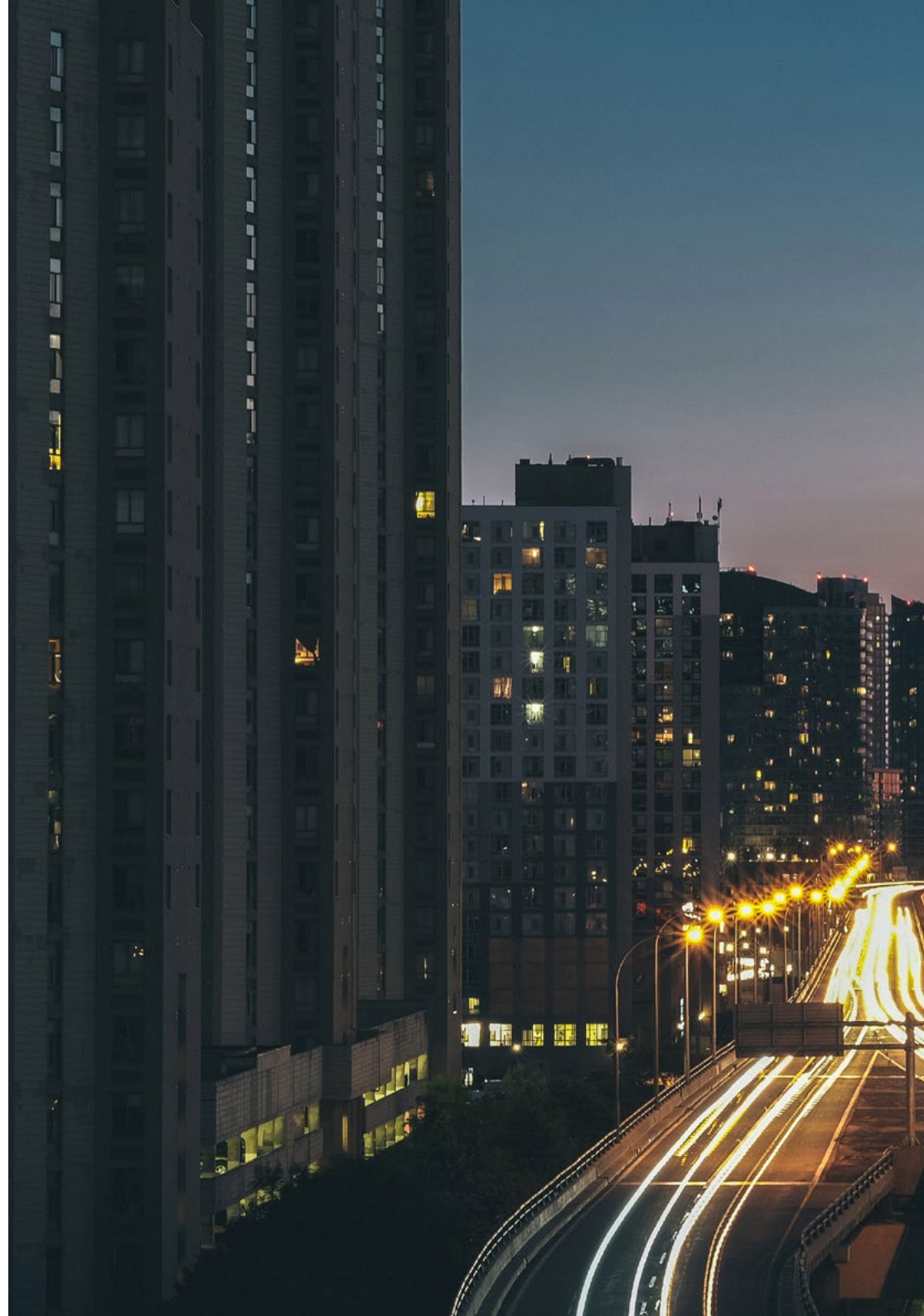
Bmovie Projects

Country   City
Spain   Alicante

Address: Calle Italia 33, Bajo Izq,
CP 03003, Alicante

Advertising, design and audiovisual production and
audiovisual production in film, art and culture, with
multidisciplinary professionals

Related internship programs:
Multimedia Communication
Advertising Communication

Boost your career path with holistic teaching, allowing you to advance both theoretically and practically"

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"

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"

You will have access to a learning system based on repetition, with natural and progressive teaching throughout the entire syllabus.

The student will learn, through collaborative activities and real cases, how to solve complex situations in real business environments.

A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch, which presents the most demanding challenges and decisions in this field, both nationally and internationally. 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 professional reality is taken into account.

"

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

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 will have to combine all their knowledge and research, and 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 8 different teaching elements in each lesson.

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

In 2019, we obtained the best learning results of all online universities in the world.

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 university is the only one in the world authorized to employ 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. This methodology has 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, and financial markets and 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.

Practising Skills and Abilities

They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.

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%

20%

25%

4%

3%
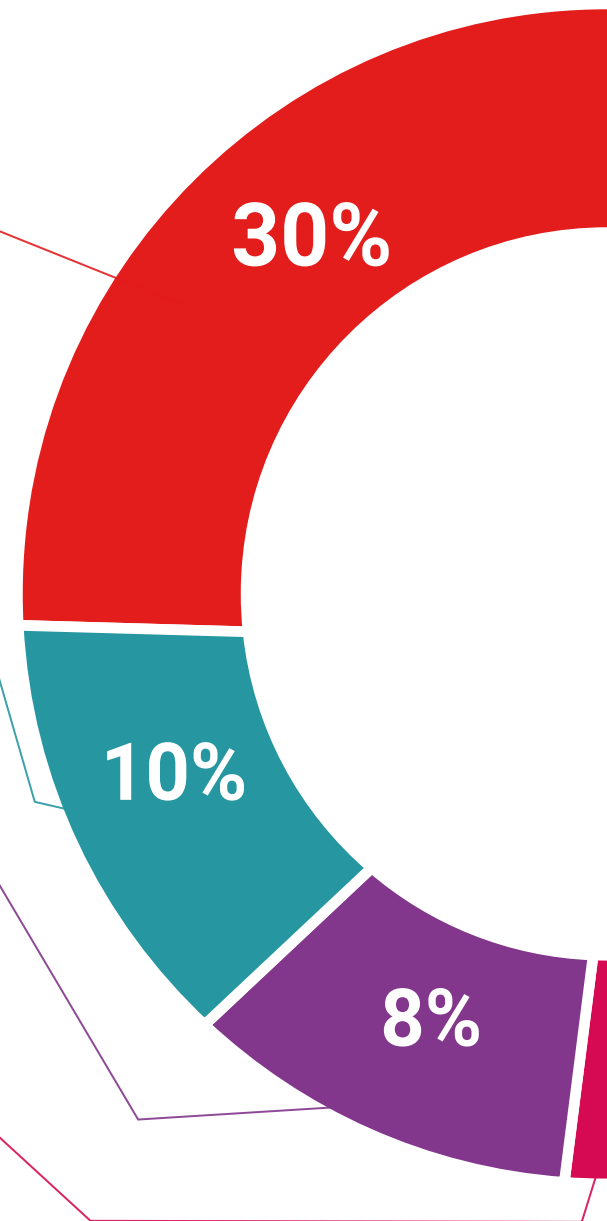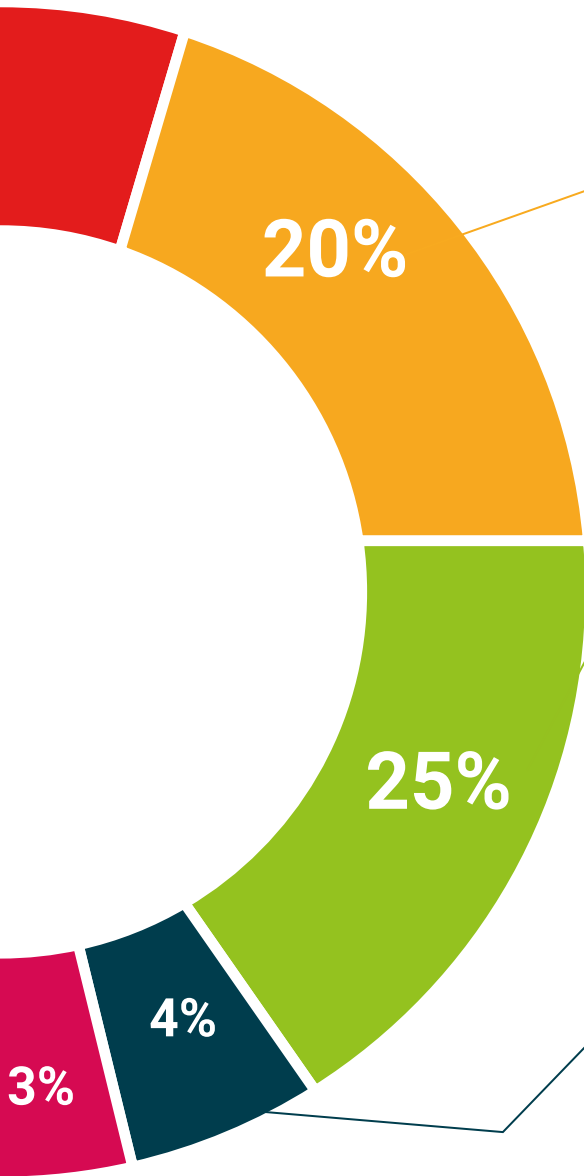
Case Studies

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 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.

Certificate

The Hybrid Professional Master's Degree in Advertising Communication guarantees students, in addition to the most rigorous and up-to-date education, access to a Hybrid Professional Master's Degree issued by TECH Global University.

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

This private qualification will allow you to obtain a **Hybrid Professional Master's Degree in Advertising Communication** endorsed by **TECH Global University**, the world's largest online university.

TECH Global University is an official European University publicly recognized by the Government of Andorra (*official bulletin*). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.
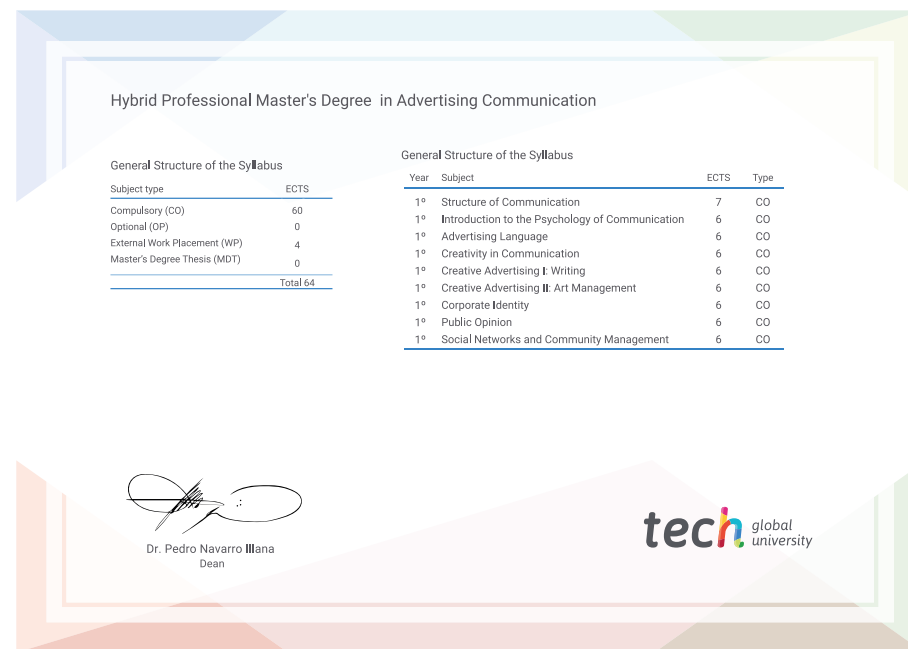
This **TECH Global University** private qualification is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Hybrid Professional Master's Degree in Advertising Communication**

Modality: **Hybrid (Online + Internship)**

Duration: **12 months**

Accreditation: **60 + 4 ECTS**

tech global university

Mr./Ms. _____ with identification document _____ has successfully passed and obtained the title of:

Hybrid Professional Master's Degree in Advertising Communication

This is a private qualification of 1,920 hours of duration equivalent to 64 ECTS, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH Global University is a university officially recognized by the Government of Andorra on the 31st of January of 2024, which belongs to the European Higher Education Area (EHEA).

In Andorra la Vella, on the 28th of February of 2024

Dr. Pedro Navarro Illana
Dean

Unique TECH Code: AFWORD23S   techtitute.com/certificates

Hybrid Professional Master's Degree in Advertising Communication

General Structure of the Syllabus

Subject type	ECTS
Compulsory (CO)	60
Optional (OP)	0
External Work Placement (WP)	4
Master's Degree Thesis (MDT)	0
Total 64	

General Structure of the Syllabus

Year	Subject	ECTS	Type
1º	Structure of Communication	7	CO
1º	Introduction to the Psychology of Communication	6	CO
1º	Advertising Language	6	CO
1º	Creativity in Communication	6	CO
1º	Creative Advertising I: Writing	6	CO
1º	Creative Advertising II: Art Management	6	CO
1º	Corporate Identity	6	CO
1º	Public Opinion	6	CO
1º	Social Networks and Community Management	6	CO

Dr. Pedro Navarro Illana
Dean

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

Hybrid Professional Master's Degree

Advertising Communication

Modality: **Hybrid (Online + Internship)**
Duration: **12 months**
Certificate: **TECH Global University**
Accreditation: **60 + 4 ECTS**

Hybrid Professional Master's Degree
Advertising Communication

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