

# Hybrid Professional Master's Degree

## Advertising and Public Relations





## Hybrid Professional Master's Degree

### Advertising and Public Relations

Modality: Hybrid (Online + Clinical Internship)

Duration: 12 months

Certificate: TECH Global University

60 + 5 ECTS Credits

Website: [www.techtute.com/us/journalism-communication/hybrid-professional-master-degree/hybrid-professional-master-degree-advertising-public-relations](http://www.techtute.com/us/journalism-communication/hybrid-professional-master-degree/hybrid-professional-master-degree-advertising-public-relations)

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# 01

# Introduction

The Advertising and Public Relations departments of large companies are some of the most important, as they are able to promote a positive image that attracts consumers or improves the reputation of organizations. For this reason, TECH has decided to invest in this sector by designing a very complete program that not only offers the best theoretical and practical training in the market, but also allows students to spend an intensive stay in a leading company. In this way, graduates will learn, thanks to their daily work, which are the main strategies that should be implemented to improve the reputation of a business.





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*To improve the reputation of a brand, it is necessary to create Advertising and Public Relations strategies appropriate to the objectives of the brand, precisely what you will work on with this program"*

The main objective of all companies is to increase sales and, therefore, profits. To achieve this, strategies can be carried out in different departments, but Advertising and Public Relations campaigns have become the most effective, both for the multitude of channels in which they can be promoted, as well as for the scope of their actions. In view of this, TECH proposes an education oriented to support journalists and communicators who wish to direct their professional future towards this field, and it does so with a Hybrid Professional Master's Degree in Advertising and Public Relations that includes the most updated and relevant theoretical information on the subject, a completely new teaching methodology and, in addition, a practical stay in a reference center in the sector.

In this way, students will acquire the necessary skills to carry out external communication actions to build beneficial relationships with customers, promote the values and image of the company, promote awareness of its products and services, and create positive opinions in the market. In short, to be more competitive.

For all these reasons, studying this Hybrid Professional Master's Degree becomes a golden opportunity not only to improve the skills of professionals, but also to demonstrate them through a degree that focuses on practice. Thus, the student will already have access to the labor market with the experience that will provide the intensive 3-week stay in a company of the sector, which will be an added value to the student's curriculum in the labor market.

But, in addition, as for the theoretical studies, these have the advantage of being taken in a 100% online format, so it will be the student themselves who decides from where and when to study. To do so, the student only needs to have a computer or mobile device with an Internet connection. This advantage makes this Hybrid Professional Master's Degree one of the most competitive in the current market, offering the opportunity to study it completely online, but also with the added value of being able to demonstrate what you have learned with a real work team, in a leading company in the sector.

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

- ♦ 100 practical cases presented by experts in Advertising and Public Relations
- ♦ The graphic, schematic and practical contents with which they are conceived, gather specific information on those disciplines that are essential for professional practice
- ♦ Comprehensive plans of systematized action in the field of journalism and communication
- ♦ Algorithm-based interactive learning system for decision-making in the situations that are presented to the student
- ♦ Practical guides for the use of the main Advertising and Public Relations tools
- ♦ Its special emphasis on the most innovative methodologies for the application of leadership techniques in business
- ♦ 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
- ♦ In addition, you will be able to complete an internship in one of the best photography companies in the sector



*The teaching materials of this program, elaborated by these specialists, have contents that are completely applicable to your professional experiences"*

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*A theoretical and practical program that will allow you to rediscover your passion for Advertising and Public Relations”*

This program, of a hybrid professionalizing modality, is aimed at the updating of journalism and communication professionals who require a high level of qualifications. The contents are based on the latest technical evidence, and oriented in a didactic way to integrate theoretical knowledge into practice, and the theoretical-practical elements will facilitate the updating of knowledge and will allow for decision making in the real world of public relations.

Thanks to its multimedia content elaborated with the latest educational technology, they will allow the Journalism professional to acquire a situated and contextual learning, that is to say, a simulated environment that will provide an immersive learning programmed to train in real situations. This program is designed around Problem-Based Learning, whereby the professional must try to solve the different 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 experts.

*This Hybrid Professional Master's Degree will help you to be more creative and design those advertising actions that will be remembered for years to come.*

*Learn how to analyze advertising campaigns and make a difference with your proposals.*



# 02

## Why Study this Hybrid Professional Master's Degree?

Public Relations, as well as advertising, especially in digital media, has become the main attraction when it comes to selling a product or service. For this reason, TECH has considered necessary the development of a theoretical and practical program through which the graduate can specialize in this field in an integral, comprehensive, and innovative way. In this way, they will be able to offer a complete service at the forefront of communication, through the design and management of the best advertising campaigns that will raise the attention of their clients to the top of the sector.







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*An ideal program to become an expert in advertising language and corporate identity, which will place you at the top of the communication sector"*

### **1. Updating from the latest technology available**

TECH is characterized by the use of the most sophisticated academic technology for the development of its programs, including those that are also developed in a practical way. Therefore, in this Hybrid Professional Master's Degree, the graduate will have access to the most sophisticated and innovative technical equipment of the profession, which will allow them to include in their curriculum their mastery, as well as their use in various contexts related to Advertising and Public Relations.

### **2. Gaining In-Depth Knowledge from the Experience of Top Specialists**

The support that the graduate will receive, both in the theoretical and practical periods, will serve as a guide to get the most out of the program. They will have the support of a group of professionals of the highest level in the field of Advertising and Public Relations, from whose experience the student will be able to draw the most effective strategies and tricks for the design and management of incredible campaigns.

### **3. Entering first-class environments**

Thanks to this Hybrid Professional Master's Degree, the graduate will be able to enter into various contexts related to the field of Advertising and Public Relations. In addition to the practical stay, during the first period, they will have access to real cases proposed by the teaching team, where, in a simulated way, they will be able to work with their skills for the simulated resolution of these cases. Thus, you will face the work in the company having previously perfected your skills in a guaranteed way.





#### **4. Combining the Best Theory with State-of-the-Art Practice**

The syllabus of this Hybrid Professional Master's Degree includes 1,620 hours, 1,500 hours of theoretical and additional content (presented in various formats) and 120 hours of internships in a reference company. It is, therefore, a unique opportunity for specialization, in which the graduate will find everything they need to become versed in Advertising and Public Relations in only 12 months of training.

#### **5. Expanding the Boundaries of Knowledge**

The course of this program will mark a before and after in the graduate's career, through the high degree of specialization that they will obtain in the area of Advertising and Public Relations. In this way, they will be able to practice anywhere in the world, having a series of internationalized knowledge with which, without a doubt, they will achieve success in any country in the world.



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

# 03

# Objectives

TECH aims, through this Hybrid Professional Master's Degree, to offer students the theoretical and practical training through which they can develop their skills and competencies for the management of Advertising and Public Relations tools that are essential for the promotion of companies. Thus, the main objective is to ensure that students improve their qualifications and, therefore, their employability options, achieving, in the near future, access to major national and international advertising agencies.







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*This will be the first step for you to become part of a top advertising agency”*



### General Objective

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- The main objective of this Hybrid Professional Master's Degree is to provide professionals with a high qualification that will be essential for job development in the field of Advertising and Public Relations. A program that will be an added value for the students, since they will be able to acquire the necessary knowledge to carry out an adequate advertising communication, using the most persuasive tools and techniques to create successful promotional campaigns in the digital and offline environment





## Specific Objectives

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### Module 1. Advertising Theory

- ♦ Know the fields of Advertising and Public Relations and their processes and organizational structures
- ♦ Identify the processes and organizational structures of the advertising and public relations process
- ♦ Identify the roles 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 manifestations of persuasive communication
- ♦ Know how to describe the structure of advertising agencies

### Module 2. Fundamentals of Public Relations

- ♦ Master the elements, forms and processes of advertising languages and other forms of communication, using the knowledge of the Spanish language, analyzing the different levels and components that make up the Spanish linguistic system, as well as the discursive products that are framed in the different textual typologies
- ♦ Know how to apply creative processes to the field of communication, especially advertising and public relations
- ♦ Understand the systems for analyzing advertising and public relations campaigns
- ♦ Delineate each of the functions for the management of the advertising and public relations company, highlighting their main applications

### Module 3. History of Advertising and Public Relations

- ♦ Know and analyze the effects of advertising communication on society and culture
- ♦ Know the historical evolution of advertising and public relations
- ♦ Know how to relate advertising to other cultural manifestations such as literature, art or cinema, among others
- ♦ Explore the structure and transformation of today's society in terms of the features, forms and processes of advertising communication and public relations
- ♦ Relate advertising and public relations in a coherent manner with other social and human sciences
- ♦ Recognize the elements, forms and processes of advertising languages and other forms of persuasive communication

### Module 4. Advertising and Public Relations Company

- ♦ Recognize today's society structure and transformation in its relationship with the elements, forms and processes of advertising communication and public relations
- ♦ Encourage creativity and persuasion through different media and communication media
- ♦ Recognize the elements, forms and processes of advertising languages and other forms of persuasive communication
- ♦ Recognize significant and appropriate tools for the study of advertising and public relations

### Module 5. Introduction to the Psychology of Communication

- ♦ Know the new models in the process of persuasive communication
- ♦ 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
- ♦ Know how to distinguish between the Rational vs. Emotional Messages

### Module 6. Public Opinion

- ♦ 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
- ♦ Identify public opinion research methods and techniques
- ♦ Detecting media influence models

### Module 7. Advertising Language

- ♦ Identify the advertising language and its persuasive capacity
- ♦ Know the value of creativity applied to the advertising field
- ♦ Recognize Advertising Discourse and Classical Rhetorical Discourse
- ♦ Apply and know the advertising language to new technologies





### Module 8. Fundamentals of Communication in the Digital Environment

- ♦ Use information and communication technologies and techniques in the different combined and interactive media or media systems
- ♦ Prepare the student to take advantage of computer systems and resources in the field of advertising and public relations, as well as their interactive applications
- ♦ 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
- ♦ Train the student to have the ability 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

### Module 9. Corporate Identity

- ♦ Train 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 communication department within companies and institutions
- ♦ Know how to organize events in the private and public sphere, following protocol guidelines

### Module 10. Creativity in Communication

- ♦ Know the historical evolution of the creative process
- ♦ Master rhetoric and persuasive communication
- ♦ Identify the elements of creativity
- ♦ Apply the different methods of creative thinking



*This Hybrid Professional Master's Degree will give you the keys to support you in the digital environment and make successful advertising campaigns"*

# 04 Skills

At the end of this Hybrid Professional Master's Degree, students will be able to be part of Advertising and Public Relations teams of the most prestigious companies of the moment. Therefore, they will be able to participate in all the processes of the implementation of promotional campaigns and advertising actions, as well as to manage the external communication and the corporate image of their brand. Undoubtedly, they will have acquired the most appropriate skills for their daily practice.



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*The most successful advertising campaigns use the psychology of communication to effectively reach the public and with this Hybrid Professional Master's Degree you will delve into them"*



## General Skills

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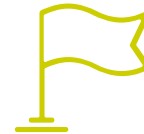
- ♦ Acquire the necessary skills for the professional practice of advertising and public relations with the knowledge of all the necessary factors to perform it with quality and solvency
- ♦ Know the most innovative tools applied to advertising

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*Acquire the necessary skills for the professional practice of Advertising and Public Relations with the knowledge of all the necessary factors to perform it with quality and solvency”*







## Specific Skills

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- ♦ Use knowledge of the advertising medium as a starting point for projects
- ♦ Working in the field of Public Relations
- ♦ Describe the different historical moments of advertising
- ♦ Know the competencies of the advertising and public relations fields
- ♦ Using the psychology of communication in campaigns to ensure that it is carried out
- ♦ Manage the relevant aspects of public opinion
- ♦ Use the most appropriate advertising language in each context
- ♦ Carry out communication appropriate for the digital environment
- ♦ Develop a complete corporate image that is in line with the company's interests

05

# Course Management

This academic program includes the most specialized teaching staff in the current educational market. They are specialists selected by TECH to develop the whole syllabus. In this way, starting from their own existence and the latest evidence, they have designed the most up-to-date content that provides a guarantee of quality in such a relevant subject.



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*TECH offers the most specialized teaching staff in the field of study. Enroll now and enjoy the quality you deserve”*

## International Guest Director

Amanda Coffee is a leading communications and public relations expert, with a career marked by her leadership in global media relations management. As Director of Global Media Relations at Under Armour, she has specialized in coordinating media relations for the CEO, as well as leading brand communications and establishing strategic partnerships. In fact, her focus has been on co-creating narratives with athletes associated with the brand, highlighting the innovation, performance and style that Under Armour has promoted.

In addition, throughout her career, she has accumulated solid experience in corporate communications management for large multinationals. For example, she has held the position of Director of Global Corporate Affairs at PayPal Holdings, Inc. where she managed global communications tactics, earned media and executive social media, overseeing the company's employer brand. She has also played a pivotal role as Corporate Communications Leader at eBay Inc. working on retail innovation issues. In addition, she is an outstanding Media Consultant for the American Association of University Women (AAUW), a non-profit organization.

Amanda Coffee has also demonstrated her ability in the academic and professional environment, with her participation in high-impact projects. Her work in the creation of communication models for important launches and her ability to manage complex relationships have been key elements in her success. She has also been recognized internationally for her ability to manage and enhance the visibility of brands through innovative strategies. In this sense, she continues to influence the field of communications and public relations, bringing her experience and knowledge to each new challenge.





## Ms. Coffee, Amanda

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- Director of Global Media Relations, Under Armour, New York, USA
- Director of Global Corporate Communications at Paypal, Inc.
- Corporate Communications Leader at eBay Inc.
- Media Consultant for the American Association of University Women
- Client Staff Assistant and Technology Public Relations Intern at Burson-Marsteller
- B.A. in Mass Communications from the University of California

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*Thanks to TECH, you will be able to learn with the best professionals in the world”*

# 05

## Educational Plan

The syllabus prepared by a specialized teaching team will delve into the theory of Advertising and the fundamentals of Public Relations during the 12-month duration of this Hybrid Professional Master's Degree, in order to unravel in each of the 10 modules that make up this degree the most important characteristics of each of them, with content that will delve into the latest communicative developments. Case studies, video summaries and the Relearning system, based on the reiteration of content, will provide students with solid knowledge that is easy to understand.





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*Specialize in a Sector with a wide range of professional movement. Be part of the best advertising and creative teams”*

## Module 1. Advertising Theory

- 1.1. Advertising Theory
  - 1.1.1. Introduction
  - 1.1.2. Basic Notions on Advertising and Marketing
    - 1.1.2.1. Marketing
    - 1.1.2.2. Advertising
  - 1.1.3. Advertising, Public Relations and Publicity
  - 1.1.4. Dimensions and Social Scope of Contemporary Advertising
  - 1.1.5. Successful Advertising: KFC
- 1.2. History of Advertising
  - 1.2.1. Introduction
  - 1.2.2. Origin
  - 1.2.3. The Industrial Revolution and Advertising
  - 1.2.4. The Development of the Advertising Industry
  - 1.2.5. Advertising in the Internet World
  - 1.2.6. Successful Advertising: Coca- Cola Case Study
- 1.3. Advertising and its Protagonists I: The Advertiser
  - 1.3.1. Introduction
  - 1.3.2. How the Advertising Industry Works
  - 1.3.3. Types of Advertisers
  - 1.3.4. Advertising in the Company's Organization Chart
  - 1.3.5. Successful Advertising: Facebook Case Study
- 1.4. Advertising and its Protagonists II: Advertising Agencies
  - 1.4.1. Introduction
  - 1.4.2. The Advertising Agency: Advertising Communication Professionals
  - 1.4.3. The Organizational Structure of Advertising Agencies
  - 1.4.4. Types of Advertising Agencies
  - 1.4.5. Fee Management in Advertising Agencies
  - 1.4.6. Successful Advertising: Nike
- 1.5. Advertising and its Protagonists III: The Advertising Receiver
  - 1.5.1. Introduction
  - 1.5.2. The Advertising Recipient and its Context
  - 1.5.3. The Advertising Recipient as a Consumer
  - 1.5.4. Needs and Desires in Advertising
  - 1.5.5. Advertising and Memory: on Advertising Effectiveness
  - 1.5.6. Successful Advertising: Ikea Case Study
- 1.6. The Advertising Creation Process I: From Advertiser to Media
  - 1.6.1. Introduction
  - 1.6.2. Preliminary Aspects of the Advertising Creation Process
  - 1.6.3. The Advertising Brief or Communication Brief
  - 1.6.4. Creative Strategy
  - 1.6.5. Media Strategy
    - 1.6.5.1. Successful Advertising: Apple
- 1.7. The Process of Advertising Creation II: Creativity and Advertising
  - 1.7.1. Introduction
  - 1.7.2. Fundamentals of Advertising Creative Work
  - 1.7.3. Advertising Creativity and its Communicative Statute
  - 1.7.4. Creative Work in Advertising
  - 1.7.5. Successful Advertising: Real Madrid Case Study
- 1.8. The Process of Advertising Creation III: Ideation and Development of the Advertising Manifesto
  - 1.8.1. Introduction
  - 1.8.2. Creative Conception and Strategy
  - 1.8.3. The Creative Conception Process
  - 1.8.4. The ten basic Paths of Creativity According to Lluís Bassat: Advertising Genres
  - 1.8.5. Advertising Formats
  - 1.8.6. Successful Advertising: McDonald's
- 1.9. Advertising Media Planning
  - 1.9.1. Introduction
  - 1.9.2. Media and Planning
  - 1.9.3. Advertising Media and their Classification
  - 1.9.4. Media Planning Tools
  - 1.9.5. Successful Advertising: Pepsi
- 1.10. Advertising, Society and Culture
  - 1.10.1. Introduction
  - 1.10.2. The Relationship between Advertising and Society
  - 1.10.3. Advertising and Emotions
  - 1.10.4. Advertising, Subjects and Things
  - 1.10.5. Successful Advertising: Burger King



## Module 2. Fundamentals of Public Relations

- 2.1. Theoretical Framework of Public Relations
  - 2.1.1. Introduction
  - 2.1.2. Public Relations Research
  - 2.1.3. Main Public Relations Theorists
  - 2.1.4. Public Relations and Related Items
  - 2.1.5. Definition of Public Relations
- 2.2. Evolution Over Time
  - 2.2.1. Stages
  - 2.2.2. The Origin of Public Relations
  - 2.2.3. Public Relations Trends
- 2.3. External Communication
  - 2.3.1. Characteristics and Audiences
  - 2.3.2. Media Relations
  - 2.3.3. Provision of Information
- 2.4. Internal Communication
  - 2.4.1. Introduction
  - 2.4.2. Functions and Objectives
  - 2.4.3. Types of Internal Communication
  - 2.4.4. Internal Communication Tools
- 2.5. Public Relations and Public Opinion
  - 2.5.1. Powerful Media Image
  - 2.5.2. The limited Influence of the Media
  - 2.5.3. Structural Effects on the Company
- 2.6. International Public Relations
  - 2.6.1. Characteristics of the International Society
  - 2.6.2. Definition
  - 2.6.3. The Role of International Public Relations
  - 2.6.4. Types of Actions
- 2.7. Public Relations and Crisis
  - 2.7.1. The Organization in the Face of a Crisis
  - 2.7.2. Characteristics of Crises
  - 2.7.3. Crisis Typologies

- 2.8. Stages of Crisis
  - 2.8.1. Preliminary Phase
  - 2.8.2. Acute Phase
  - 2.8.3. Chronic Phase
  - 2.8.4. Post-traumatic Phase
- 2.9. Preparation of a Crisis Plan
  - 2.9.1. Analysis of Possible Problems
  - 2.9.2. Planning
  - 2.9.3. Adequacy of Personnel
- 2.10. Communication Technologies in Crises
  - 2.10.1. Advantages
  - 2.10.2. Disadvantages
  - 2.10.3. Data Science

## Module 3. History of Advertising and Public Relations

- 3.1. Advertising Activity before the Printing Press
  - 3.1.1. Advertising in its Most Primitive Forms
  - 3.1.2. First Manifestations
  - 3.1.3. The Ancient World
- 3.2. From the Printing Press to the Industrial Revolution
  - 3.2.1. Some Aspects that Contributed to the Emergence of the Printing Press in Europe
  - 3.2.2. First Expressions: Brochures and Posters
  - 3.2.3. Brands and Labels
  - 3.2.4. The Loud and Talkative Advertisements
  - 3.2.5. The Sign and the Commercial Mural
  - 3.2.6. The Birth of a New Media
  - 3.2.7. Communication and Power: Controlling Persuasion
- 3.3. The Revolutions
  - 3.3.1. Advertising and the Industrial Revolution
  - 3.3.2. The Long and Tortuous Road to Press Freedom
  - 3.3.3. From Propaganda to Advertising
  - 3.3.4. Propaganda and Political Advertising: Concepts
  - 3.3.5. Characteristics of this Advertisement
  - 3.3.6. The Industrial Revolution in the Birth of Commercial Advertising

- 3.4. Birth of Advertising
    - 3.4.1. The Origin of Commercial Advertising
    - 3.4.2. The Technological Revolution
    - 3.4.3. Printing Systems
    - 3.4.4. The Paper
    - 3.4.5. Photography
    - 3.4.6. The Telegraph
    - 3.4.7. Print Advertising
    - 3.4.8. Posters
  - 3.5. Consolidation of Advertising Activity
    - 3.5.1. Economic Factors between 1848-1914
    - 3.5.2. New Forms of Commercialization
    - 3.5.3. Newspapers
    - 3.5.4. Magazines
    - 3.5.5. The Art of the Poster
    - 3.5.6. Fundamentals of Modern Advertising
    - 3.5.7. American Advertising Agencies
    - 3.5.8. Advertising Technique and Craftsmanship
  - 3.6. Advertising Between Two Wars
    - 3.6.1. Characteristics of the Period 1914-1950
    - 3.6.2. Advertising in World War I
    - 3.6.3. Consequences of World War I on Advertising
    - 3.6.4. Advertising Campaigns in the Second World War
    - 3.6.5. Consequences of World War II on Advertising
    - 3.6.6. Advertising Media
    - 3.6.7. Poster and Advertising Graphic Design
    - 3.6.8. Outdoor Advertising
    - 3.6.9. The Cinema
    - 3.6.10. Cinema as a Means of Persuasion
    - 3.6.11. The Radio
    - 3.6.12. Commercial Radio
  - 3.7. The Development of the Advertising Technique
    - 3.7.1. Advertising Activity between 1914 and 1950
    - 3.7.2. Advertising Organization
    - 3.7.3. Agencies and Styles
  - 3.8. Electronic Advertising
    - 3.8.1. T.V. The Third Dimension of Advertising
    - 3.8.2. Advertising in the 1950s and 1960s
    - 3.8.3. The Arrival of Television
  - 3.9. Current Advertising
    - 3.9.1. Introduction
    - 3.9.2. The Current Advertising Context: A Technological Perspective
    - 3.9.3. Main Challenges of Today's Advertising Communication
    - 3.9.4. Main Opportunities in Today's Advertising Communication
  - 3.10. History of Public Relations
    - 3.10.1. The Origins
    - 3.10.2. Bernays and His Contributions
    - 3.10.3. Expansion: RR. PP. In the Second Half of the 20th Century
- Module 4. Advertising and Public Relations Company**
- 4.1. Structure of Advertising and/or Public Relations Agencies
    - 4.1.1. Structure
    - 4.1.2. Functions
    - 4.1.3. Agency Selection
  - 4.2. Economic Management of the Agency
    - 4.2.1. Types of Legal Form
    - 4.2.2. Business Model
    - 4.2.3. Project Development and Control
  - 4.3. Economic Relations in the Advertising Business
    - 4.3.1. Economic Relationships with Advertisers
    - 4.3.2. Economic Relationships with Employees and Partners
    - 4.3.3. Individual Entrepreneur and Self-Employed

- 4.4. The Operating Account of the Advertising Agency
  - 4.4.1. Investment, Revenue and Turnover
    - 4.4.1.1. Expenses
    - 4.4.1.2. Personal
    - 4.4.1.3. Rent
    - 4.4.1.4. Amortization
    - 4.4.1.5. Non-billable Expenses
    - 4.4.1.6. Prospecting
    - 4.4.1.7. Delinquency
    - 4.4.1.8. Financial Expenses
  - 4.4.2. Results
  - 4.4.3. Annual Budget
- 4.5. The Link Between Advertising and Public Relations
  - 4.5.1. In Relation to the Objectives
  - 4.5.2. Regarding the Target Audience of the Activity
  - 4.5.3. On the Selection of Media and Supports
- 4.6. Remuneration Systems
  - 4.6.1. Remuneration of Agencies
  - 4.6.2. Accounting Dimension of the Agency
  - 4.6.3. Determination of the Budget
- 4.7. Relations with External Stakeholders
  - 4.7.1. Advertising Agency Relations
  - 4.7.2. Media Agency Relations
  - 4.7.3. End Consumer Agency Relations
- 4.8. Types of Growth Strategies
  - 4.8.1. Holdings
  - 4.8.2. Value Chain
  - 4.8.3. Challenges of Organizational Growth
- 4.9. Internal Organization Chart of an Advertising Agency
  - 4.9.1. Agency Management Model
  - 4.9.2. Accounts Department
  - 4.9.3. Creative Department
  - 4.9.4. Media Department
  - 4.9.5. Production Department

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

## Module 5. Introduction to the Psychology of Communication

- 5.1. History of Psychology
  - 5.1.1. Introduction
  - 5.1.2. We Begin with the Study of Psychology
  - 5.1.3. Science in Evolution. Historical and Paradigmatic Changes
  - 5.1.4. Paradigms and Stages in Psychology
  - 5.1.5. Cognitive Science
- 5.2. Social Psychology
  - 5.2.1. Introduction
  - 5.2.2. Beginning with the Study of Social Psychology: The Influence of Social Psychology
  - 5.2.3. Empathy, Altruism and Helping Behavior
- 5.3. Social Cognition
  - 5.3.1. Introduction
  - 5.3.2. Thinking and Knowing, Vital Necessities
  - 5.3.3. Social Cognition
  - 5.3.4. Organizing Information
  - 5.3.5. Prototypical or Categorical Thinking
  - 5.3.6. The Mistakes We Make in Thinking: Inferential Biases
  - 5.3.7. Automatic Information Processing
- 5.4. Personality Psychology
  - 5.4.1. Introduction
  - 5.4.2. What is the Self? Identity and Personality
  - 5.4.3. Self-awareness
  - 5.4.4. Self-esteem
  - 5.4.5. Self-knowledge
  - 5.4.6. Interpersonal Variables in Personality Shaping
  - 5.4.7. Macro-social Variables in the Configuration of Personality
  - 5.4.8. A New Perspective in the Study of Personality. Narrative Personality

- 5.5. Emotions
  - 5.5.1. Introduction
  - 5.5.2. What do we Talk about When we Get Excited?
  - 5.5.3. The Nature of Emotions
    - 5.5.3.1. Emotion as Preparation for Action
  - 5.5.4. Emotions and Personality
  - 5.5.5. From another Perspective. Social Emotions
- 5.6. Psychology of Communication. Persuasion and Attitude Change
  - 5.6.1. Introduction
  - 5.6.2. Attitudes
  - 5.6.3. Historical Models in the Study of Persuasive Communication
  - 5.6.4. The Probability of Elaboration Model
  - 5.6.5. Communication Processes through the Media
    - 5.6.5.1. A Historical Perspective
- 5.7. The Sender
  - 5.7.1. Introduction
  - 5.7.2. The Source of Persuasive Communication
  - 5.7.3. Source Characteristics. Credibility
  - 5.7.4. Source Characteristics. The Appeal
  - 5.7.5. Emitter Characteristics. The Power
  - 5.7.6. Processes in Persuasive Communication. Mechanisms Based on Primary Cognition
  - 5.7.7. New Processes in Communication. Mechanisms Based on Secondary Cognition
- 5.8. The Message
  - 5.8.1. Introduction
  - 5.8.2. We Begin by Studying the Composition of the Message
  - 5.8.3. Types of Messages: Rational vs. Emotional Messages
  - 5.8.4. Emotional Messaging and Communication: Fear Inducing Messages
- 5.9. The Receiver
  - 5.9.1. Introduction
  - 5.9.2. The Role of the Recipient according to the Elaboration Probability Model
  - 5.9.3. Recipient Needs and Motives: Their Impact on Attitude Change
  - 5.9.4. Need for Esteem and Communication





- 5.10. New Approaches to the Study of Communication
  - 5.10.1. Introduction
  - 5.10.2. Non-conscious Processing of Information. Automatic Processes
  - 5.10.3. Measuring Automatic Processes in Communication
  - 5.10.4. First Steps in the New Paradigms
  - 5.10.5. Theories of Dual Processing Systems
    - 5.10.5.1. Main Limitations of Dual Systems Theories

## Module 6. Public Opinion

- 6.1. The Concept of Public Opinion
  - 6.1.1. Introduction
  - 6.1.2. Definition
  - 6.1.3. Public Opinion as a Rational Phenomenon and as a Form of Social Control
  - 6.1.4. Phases in the Growth of Public Opinion as a Discipline
  - 6.1.5. The 20th Century
- 6.2. Theoretical Framework of Public Opinion
  - 6.2.1. Introduction
  - 6.2.2. Perspectives on the Discipline of Public Opinion in the 20th Century
  - 6.2.3. Twentieth Century Authors
  - 6.2.4. Walter Lippmann: Biased Public Opinion
  - 6.2.5. Jürgen Habermas: the Political-Value Perspective
  - 6.2.6. Niklas Luhmann: Public Opinion as a Communicative Modality
- 6.3. Social Psychology and Public Opinion
  - 6.3.1. Introduction
  - 6.3.2. Psychosocial Variables in the Relationship of Persuasive Entities with their Public
  - 6.3.3. The Name
  - 6.3.4. Conformism
- 6.4. Media Influence Models
  - 6.4.1. Introduction
  - 6.4.2. Media Influence Models
  - 6.4.3. Types of Media Effects
  - 6.4.4. Research on Media Effects
  - 6.4.5. The Power of the Media

- 6.5. Public Opinion and Political Communication
  - 6.5.1. Introduction
  - 6.5.2. Electoral Political Communication. Propaganda
  - 6.5.3. Government Political Communication
- 6.6. Public Opinion and Elections
  - 6.6.1. Introduction
  - 6.6.2. Do Election Campaigns Influence Public Opinion?
  - 6.6.3. The Effect of the Media in Election Campaigns as a Reinforcement of Opinions
  - 6.6.4. Bandwagon and Underdog Effects
- 6.7. Government and Public Opinion
  - 6.7.1. Introduction
  - 6.7.2. Representatives and their Constituents
  - 6.7.3. Political Parties and Public Opinion
  - 6.7.4. Public Policies as an Expression of the Government's Action
- 6.8. The Political Intermediation of the Press
  - 6.8.1. Introduction
  - 6.8.2. Journalists as Political Intermediaries
  - 6.8.3. Dysfunctions of Journalistic Intermediation
  - 6.8.4. Reliance on Journalists as Intermediaries
- 6.9. Public Sphere and Emerging Models of Democracy
  - 6.9.1. Introduction
  - 6.9.2. The Public Sphere in the Information Society
  - 6.9.3. Emerging Models of Democracy
- 6.10. Methods and Techniques for Public Opinion Research
  - 6.10.1. Introduction
  - 6.10.2. Opinion Polls
  - 6.10.3. Types of Surveys
  - 6.10.4. Analysis

## Module 7. Advertising Language

- 7.1. Thinking and Writing: Definition
  - 7.1.1. Definition of Copywriting
  - 7.1.2. Historical Background of Advertising Copywriting and Phases of Professionalization
- 7.2. Copywriting and Creativity
  - 7.2.1. Conditions of the Copywriting Process
  - 7.2.2. Linguistic Competence
  - 7.2.3. Functions of the Copywriter
    - 7.2.3.1. Definition of the Functions of the Copywriter
- 7.3. The Principle of Coherence and Campaign Conceptualization
  - 7.3.1. The Principle of Campaign Unity
  - 7.3.2. The Creative Team
  - 7.3.3. The Conceptualization Process: Hidden Creativity
  - 7.3.4. What is a Concept?
  - 7.3.5. Applications of the Conceptualization Process
  - 7.3.6. The Advertising Concept
  - 7.3.7. Utility and Advantages of the Advertising Concept
- 7.4. Advertising and Rhetoric
  - 7.4.1. Copywriting and Rhetoric
  - 7.4.2. Placing Rhetoric
  - 7.4.3. The Phases of Rhetoric
    - 7.4.3.1. Advertising Discourse and Classical Rhetorical Discourse
    - 7.4.3.2. Topoi and Reason Why as Argumentation
- 7.5. Fundamentals and Characteristics of Copywriting
  - 7.5.1. Correction
  - 7.5.2. Adaptation
  - 7.5.3. Efficiency
  - 7.5.4. Characteristics of Copywriting
  - 7.5.5. Morphological: Nominalization
  - 7.5.6. Syntactics: Destructuring
  - 7.5.7. Graphics: Emphatic Punctuation

- 7.6. Argumentation Strategies
  - 7.6.1. Description
  - 7.6.2. The Enthymeme
  - 7.6.3. Narration
  - 7.6.4. Intertextuality
- 7.7. Styles and Slogans in Copywriting
  - 7.7.1. The Length of the Sentence
  - 7.7.2. The Styles
  - 7.7.3. The Slogan
  - 7.7.4. A Phrase of Wartime Origin
  - 7.7.5. The Characteristics of the Slogan
  - 7.7.6. The Elocution of the Slogan
  - 7.7.7. The Forms of the Slogan
  - 7.7.8. The Functions of the Slogan
- 7.8. Principles of Applied Copywriting and the Reason Why+ USP Pairing
  - 7.8.1. Rigor, Clarity, Accuracy
  - 7.8.2. Synthesis and Simplicity
  - 7.8.3. Advertising Text Constraints
  - 7.8.4. Application of the Reason Why+USP Binomial
- 7.9. Copywriting in Conventional and Non-Conventional Media
  - 7.9.1. The Division Above-the-line/Below-the-line
  - 7.9.2. Integration: Overcoming the ATL- BTL Controversy
  - 7.9.3. Television Copywriting
  - 7.9.4. Radio Copywriting
  - 7.9.5. Press Copywriting
  - 7.9.6. Copywriting for Outdoor Media
  - 7.9.7. Copywriting in Non-Conventional Media
  - 7.9.8. Direct Marketing Advertising Copywriting
  - 7.9.9. Interactive Media Copywriting
- 7.10. Criteria for the Evaluation of an Advertising Text and Other Writing Cases
  - 7.10.1. Classical Models of Advertising Analysis
  - 7.10.2. Impact and Relevance

- 7.10.3. The Checklist of the Writer
- 7.10.4. Translation and Adaptation of Advertising Texts
- 7.10.5. New Technologies, New Languages
- 7.10.6. Writing in Web 2.0
- 7.10.7. Naming, Guerrilla Advertising and Other Copywriting Cases

## Module 8. Fundamentals of Communication in the Digital Environment

- 8.1. Web 2.0 or the Social Web
  - 8.1.1. Organization in the Age of Conversation
  - 8.1.2. Web 2.0 Is All About People
  - 8.1.3. Digital Environment and New Communication Formats
- 8.2. Digital Communication and Reputation
  - 8.2.1. Online Reputation Report
  - 8.2.2. Etiquette and Best Practices in Social Networking
  - 8.2.3. Branding and 2.0 Networks
- 8.3. Online Reputation Plan Design and Planning
  - 8.3.1. Overview of the Main Social Media
  - 8.3.2. Brand Reputation Plan
  - 8.3.3. General metrics, ROI, and Social CRM
  - 8.3.4. Online Crisis and Reputational SEO
- 8.4. General, Professional, and Microblogging Platforms
  - 8.4.1. Facebook
  - 8.4.2. LinkedIn
  - 8.4.3. Google+
  - 8.4.4. Twitter
- 8.5. Video, Image, and Mobility Platforms
  - 8.5.1. YouTube
  - 8.5.2. Instagram
  - 8.5.3. Flickr
  - 8.5.4. Vimeo
  - 8.5.5. Pinterest

- 8.6. Content and Storytelling Strategy
  - 8.6.1. Corporate Blogging
  - 8.6.2. Content Marketing Strategy
  - 8.6.3. Creating a Content Plan
  - 8.6.4. Content Curation Strategy
- 8.7. Social Media Strategies
  - 8.7.1. Corporate PR and Social Media
  - 8.7.2. Defining the Strategy to be Applied in Each Medium
  - 8.7.3. Analysis and Evaluation of Results
- 8.8. Community Administration
  - 8.8.1. Roles, Tasks and Responsibilities of the Community Administration
  - 8.8.2. Social Media Manager
  - 8.8.3. Social Media Strategist
- 8.9. Social Media Plan
  - 8.9.1. Designing a Social Media Plan
  - 8.9.2. Schedule, Budget, Expectations and Follow-up
  - 8.9.3. Contingency Protocol in Case of Crisis
- 8.10. Online Monitoring Tools
  - 8.10.1. Management Tools and Desktop Applications
  - 8.10.2. Monitoring and Research Tools

## Module 9. Corporate Identity

- 9.1. The Importance of Image in Businesses
  - 9.1.1. What is Corporate Image?
  - 9.1.2. Differences between Corporate Identity and Corporate Image
  - 9.1.3. Where can the Corporate Image be Manifested?
  - 9.1.4. Corporate Image Change Situations. Why Achieve a Good Corporate Image?
- 9.2. Research Techniques in Corporate Image
  - 9.2.1. Introduction
  - 9.2.2. The study of the Company's Image
  - 9.2.3. Corporate Image Research Techniques
  - 9.2.4. Qualitative Image Study Techniques
  - 9.2.5. Types of Quantitative Techniques

- 9.3. Image Audit and Strategy
  - 9.3.1. What is Image Audit?
  - 9.3.2. Guidelines
  - 9.3.3. Audit Methodology
  - 9.3.4. Strategic Planning
- 9.4. Corporate Culture
  - 9.4.1. What is Corporate Culture?
  - 9.4.2. Factors Involved in Corporate Culture
  - 9.4.3. Functions of Corporate Culture
  - 9.4.4. Types of Corporate Culture
- 9.5. Corporate Social Responsibility and Corporate Reputation
  - 9.5.1. CSR: Concept and Application of the Company
  - 9.5.2. Guidelines for Integrating CSR into Businesses
  - 9.5.3. CSR Communication
  - 9.5.4. Corporate Reputation
- 9.6. Corporate Visual Identity and Naming
  - 9.6.1. Corporate Visual Identity Strategies
  - 9.6.2. Basic Elements
  - 9.6.3. Basic Principles
  - 9.6.4. Preparation of the Manual
  - 9.6.5. The Naming
- 9.7. Brand Image and Positioning
  - 9.7.1. The Origins of Trademarks
  - 9.7.2. What is a Brand?
  - 9.7.3. The Need to Build a Brand
  - 9.7.4. Brand Image and Positioning
  - 9.7.5. The Value of Brands
- 9.8. Image Management through Crisis Communication
  - 9.8.1. Strategic Communication Plan
  - 9.8.2. When it All Goes Wrong: Crisis Communication
  - 9.8.3. Cases



- 9.9. The Influence of Promotions on Corporate Image
  - 9.9.1. The New Advertising Industry Landscape
  - 9.9.2. The Marketing Promotion
  - 9.9.3. Features
  - 9.9.4. Dangers
  - 9.9.5. Promotional Types and Techniques
- 9.10. Distribution and Image of the Point of Sale
  - 9.10.1. The Main Players in Commercial Distribution
  - 9.10.2. The Image of Retail Distribution Companies through Positioning
  - 9.10.3. Through its Name and Logo

## Module 10. Creativity in Communication

- 10.1. To Create is to Think
  - 10.1.1. The Art of Thinking
  - 10.1.2. Creative Thinking and Creativity
  - 10.1.3. Thought and Brain
  - 10.1.4. The Lines of Research on Creativity: Systematization
- 10.2. Nature of the Creative Process
  - 10.2.1. Nature of Creativity
  - 10.2.2. The Notion of Creativity: Creation and Creativity
  - 10.2.3. The Creation of Ideas for Persuasive Communication
  - 10.2.4. Nature of the Creative Process in Advertising
- 10.3. The Invention
  - 10.3.1. Evolution and Historical Analysis of the Creation Process
  - 10.3.2. Nature of the Classical Canon of the Invention
  - 10.3.3. The Classical View of Inspiration in the Origin of Ideas
  - 10.3.4. Invention, Inspiration, Persuasion
- 10.4. Rhetoric and Persuasive Communication
  - 10.4.1. Rhetoric and Advertising
  - 10.4.2. The Rhetorical Parts of Persuasive Communication
  - 10.4.3. Rhetorical Figures
  - 10.4.4. Rhetorical Laws and Functions of Advertising Language
- 10.5. Creative Behavior and Personality
  - 10.5.1. Creativity as a Personal Characteristic, as a Product and as a Process
  - 10.5.2. Creative Behavior and Motivation
  - 10.5.3. Perception and Creative Thinking
  - 10.5.4. Elements of Creativity
- 10.6. Creative Skills and Abilities
  - 10.6.1. Thinking Systems and Models of Creative Intelligence
  - 10.6.2. Three-Dimensional Model of the Structure of the Intellect According to Guilford
  - 10.6.3. Interaction Between Factors and Intellectual Capabilities
  - 10.6.4. Creative Skills
  - 10.6.5. Creative Capabilities
- 10.7. The Phases of the Creative Process
  - 10.7.1. Creativity as a Process
  - 10.7.2. The Phases of the Creative Process
  - 10.7.3. The Phases of the Creative Process in Advertising
- 10.8. Troubleshooting
  - 10.8.1. Creativity and Problem Solving
  - 10.8.2. Perceptual Blocks and Emotional Blocks
  - 10.8.3. Methodology of Invention: Creative Programs and Methods
- 10.9. The Methods of Creative Thinking
  - 10.9.1. Brainstorming as a Model of Idea Creation
  - 10.9.2. Vertical Thinking and Lateral Thinking
  - 10.9.3. Methodology of Invention: Creative Programs and Methods
- 10.10. Creativity and Advertising Communication
  - 10.10.1. The Creative Process as a Specific Product of Advertising Communication
  - 10.10.2. Nature of the Creative Process in Advertising: Creativity and the Creative Advertising Process
  - 10.10.3. Methodological Principles and Effects of Advertising Creation
  - 10.10.4. Advertising Creation: From Problem to Solution
  - 10.10.5. Creativity and Persuasive Communication

# 06

# Internship

Internships are the best way for recent graduates to easily enter the job market. At the end, graduates will be able to demonstrate that they know how real work is done and showcase their professional skills. Therefore, this intensive 3-week Hybrid Professional Master's Degree in a leading company in the Advertising and Public Relations sector will be a competitive advantage for all those who can take it, since they will be able to be part of teams and real work situations.





“

*If you are passionate about Coca-Cola or Netflix advertising and would like to be part of their creative teams. Here you can take the first step. Specialize with TECH and succeed with your ads”*

The Internship Program consists of a stay in a prestigious clinical center, a 3-week period, from Monday to Friday with 8 consecutive hours of work with an attending specialist. This stay will allow students to learn in depth how the work of the publicist and public relations should be carried out, with the main objective of the number of people interested in a brand, creating a great reputation for it and, above all, increasing customers and sales.

In this training proposal, of a completely practical nature, the activities are aimed at developing and perfecting the necessary skills for the provision of managerial work in the advertising and public relations departments, acquiring the necessary qualifications to manage all promotional and advertising actions to attract a larger audience, as well as to establish relationships between the company and the interested parties that strengthen its image.

This is, without a doubt, an opportunity to learn by working in the advertising and public relations departments of the main companies in the sector, getting to know the day-to-day work from the hands of professionals with extensive experience. In this way, it will be an option of great value for the student who wishes to participate in all the processes that include the design, planning and implementation of an advertising campaign.

The practical training 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 fellow trainees that facilitate teamwork and multidisciplinary integration as a key element of the course.

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



*If you dream of becoming a successful publicist, don't miss the opportunity to learn from the best specialists in the industry"*



Module	Practical Activity
Theory and fundamentals of Advertising and Public Relations	Create advertising pieces
	Practice advertising creativity in different types of advertising pieces
	Correct planning of advertising media
	Handle the main internal communication tools
	Preparing a crisis plan, with an analysis of its stages and public relations
	Use the different technological tools in the face of a crisis
	Develop advertising pieces taking into account historical developments
	Make appropriate use of public relations according to the historical context
Management of the advertising company	Have first-hand knowledge of the economic management of the advertising agency
	Work in advertising based on the objectives and target audiences of the activity
	Adapt to the internal organization chart of the advertising agency
	Be part of the internal communication of the teams, as well as their management and motivation
Use of the Psychology of Communication	Prepare advertising articles based on the psychology of communication
	Apply the use of emotions and persuasion in texts and advertising pieces
	Adapt different messages to the receiver, based on psychology and new information paradigms
Public Opinion and advertising language for its promotion	Elaborate different messages according to the perception and social framework of public opinion
	Adapt public relations to social psychology
	Apply analysis techniques and opinion polls to refine the advertising message
	Know the functions of the copywriter in an active work environment
	Correct and adapt advertising pieces with a special focus on accuracy, clarity and precision
	Evaluate advertising texts making use of new technologies and new languages
Digital communication and creativity	Distinguish the type of advertising to be carried out according to the digital media
	Elaborate a content and storytelling strategy adapted to digital environments
	Carry out online monitoring of advertising activities with management and research tools
	Develop an effective creative process in Advertising and Public Relations
	Encourage creative behavior when creating different advertising pieces
	Create advertising pieces starting from a specific problem to be solved
Use of the Psychology of Communication	Prepare advertising articles based on the psychology of communication
	Apply the use of emotions and persuasion in texts and advertising pieces
	Adapt different messages to the receiver, based on psychology and new information paradigms



## Civil Liability Insurance

This institution's main concern is to guarantee the safety of the trainees 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 entity commits to purchase a civil liability insurance policy to cover any eventuality that may arise during the course of the internship at the 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 program at the center.



## General Conditions for Practical Training

The general terms and conditions of the internship program agreement shall be as follows:

**1. TUTOR:** During the Hybrid Professional Master's Degree, students will be assigned with 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 with 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 clinical 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 students 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.

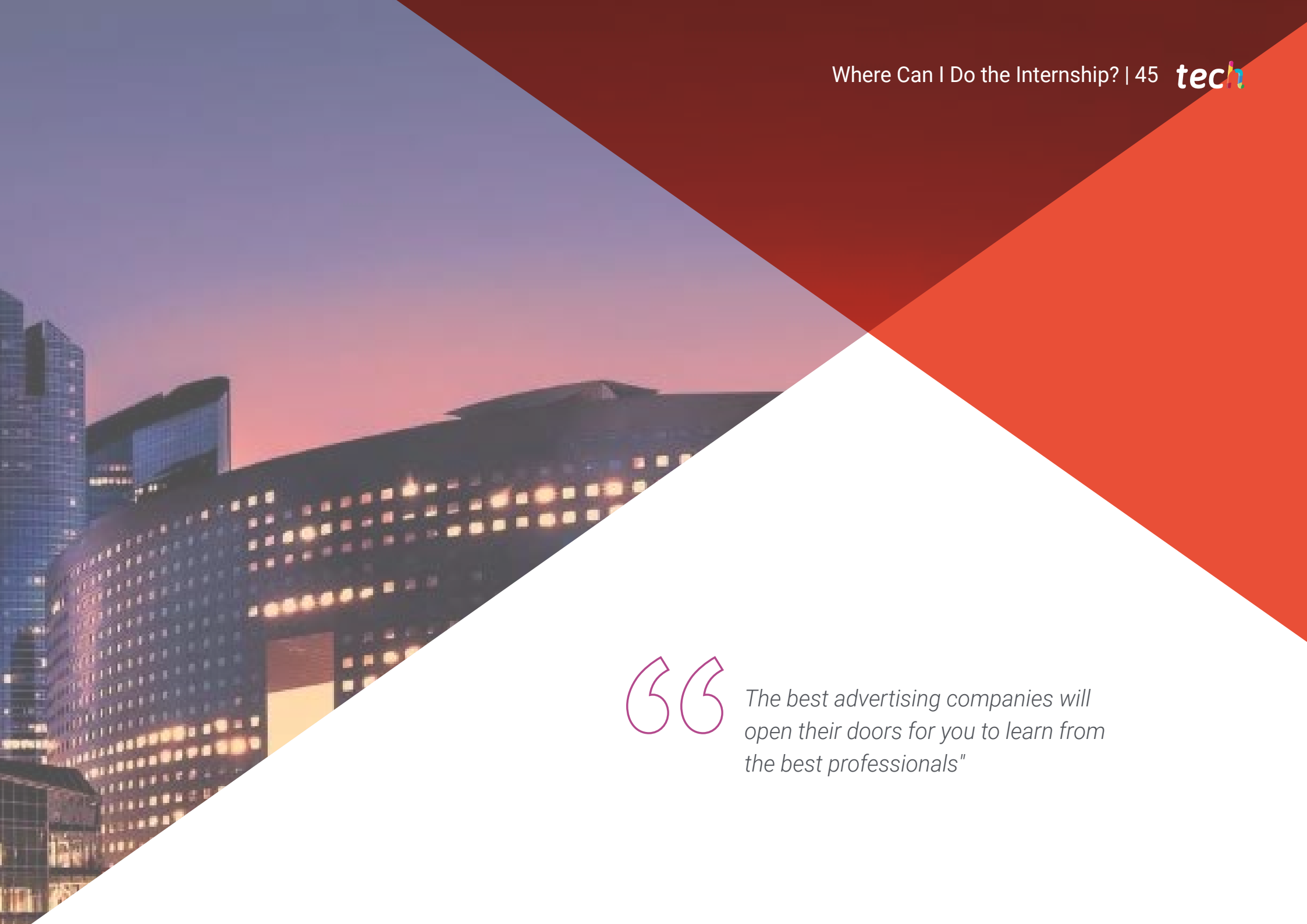
However, students may consult with their academic tutor for any questions or recommendations in this regard. The academic tutor will provide the student with all the necessary information to facilitate the procedures in any case.

# 07

## Where Can I Do the Internship?

Acquiring professional experience when finishing a university degree or a master's degree is not as easy as it seems, and yet it is essential to get a job. For this reason, TECH has reached collaboration agreements with leading advertising companies, both nationally and internationally, so that its students can carry out an intensive practical stay in their offices, achieving that much-needed training in recent graduates.





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*The best advertising companies will open their doors for you to learn from the best professionals"*

## tech 46 | Where Can I Do the Internship?



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



**Journalism Communication**

**Break Point Marketing**

Country	City
Mexico	México City

Address: Calle Montes Urales 424 4to piso  
lomas- Virreyes, Lomas de Chapultepec, Miguel  
Hidalgo C.P 11000 CDMX

Digital Marketing and communication specialized creative  
company

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**Related internship programs:**

- MBA in Digital Marketing
- Graphic Design







**Journalism Communication**

### **Amperson**

Country	City
Mexico	Mexico City

Address: Dr. Vertiz 652, int 302, Narvarte  
Poniente, Benito Juárez, 03023,  
Ciudad de México, México

Digital marketing and communication Agency

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#### **Related internship programs:**

Graphic Design  
- MBA in Advertising and Public Relations Management



*Take advantage of this opportunity to surround yourself with expert professionals and learn from their work methodology”*

08

# 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.





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*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.



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.





#### 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.





09

# Certificate

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





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

This program will allow you to obtain your **Hybrid Professional Master's Degree diploma in Advertising and Public Relations** 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** title 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.

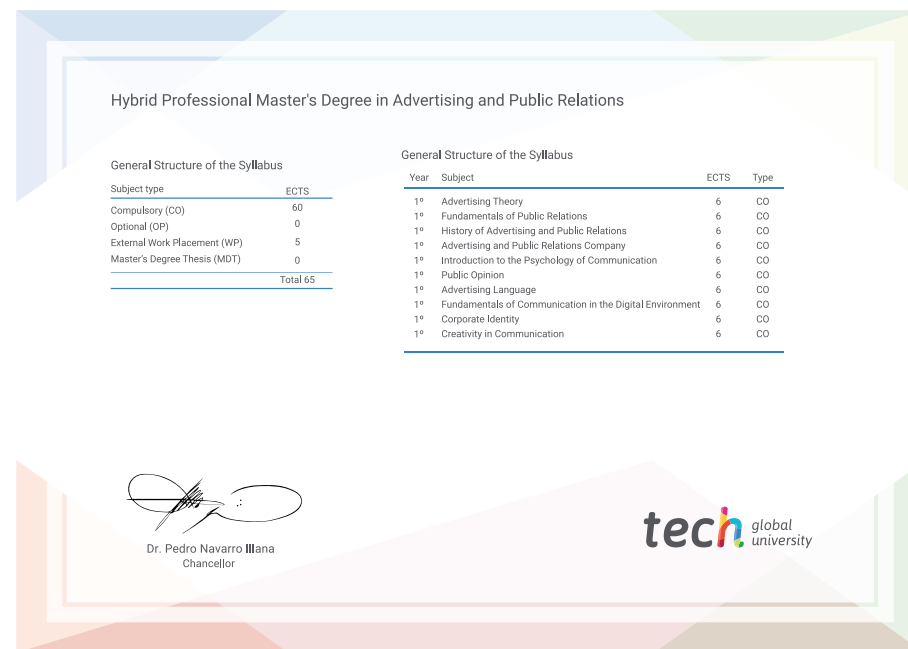
Title: **Hybrid Professional Master's Degree in Advertising and Public Relations**

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

Duration: **12 months**

Certificate: **TECH Global University**

Recognition: **60 + 5 ECTS Credits**



\*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 and Public Relations

Modality: Hybrid (Online + Clinical Internship)

Duration: 12 months

Certificate: TECH Global University

60 + 5 ECTS Credits

# Hybrid Professional Master's Degree

## Advertising and Public Relations