

Internship Program

Advertising Communication





tech global
university

Internship Program
Advertising Communication

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01

Introduction

Advertising Communication is constantly evolving, driven by digitalization and social networks. In fact, brands are adapting their strategies to connect with an increasingly segmented and demanding audience, using technologies such as Artificial Intelligence and Big Data analysis to personalize messages and measure their impact in real time. In addition, the trend towards social responsibility and sustainability is redefining advertising content, as companies' authenticity and ethical commitment are increasingly valued. In this context, TECH has created this 3-week program, where the specialist will be integrated into a team versed in Advertising Communication, updating on the latest procedures and tools available.

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With this Internship Program, you will not only be updated in advertising theories and strategies, but you will also have the opportunity to work on real projects, developing a tangible portfolio"





Advertising Communication is in constant evolution, driven by the advance of technology and the change in media consumption habits. Therefore, Digital Marketing strategies have taken a leading role, with a growing focus on audience personalization and segmentation through tools such as Big Data and Artificial Intelligence. In addition, social networks and streaming platforms have become essential channels to reach consumers, facilitating the creation of interactive campaigns and viral content. And, as the best way to perfect these necessary skills is through practice, TECH has designed a program with 150 hours in a leading advertising company.

Therefore, during 3 weeks, the graduate will be part of a team of top level specialists, with whom they will work in the attention of clients who require marketing and advertising services. In this way, they will be able not only to get up to date with the most effective advertising strategies, but also to reinforce fundamental skills, such as creativity, adapting to new formats and narratives that capture attention in an environment saturated with information.

During the internship, you will be supported by an assistant and personal tutor, who will ensure that the requirements for which this Internship Program was designed are met. Therefore, the specialist will work with total guarantee in the handling of the most innovative advertising tools, as well as in the use of the strategies with the best results nowadays.

02

Why Study an Internship Program?

Taking this Internship Program in Advertising Communication will be crucial for those who wish to stand out in the industry, as it will combine theory with tangible experience, providing a comprehensive preparation. In fact, professionals will be allowed to work on real projects, using current tools and technologies, which will strengthen their technical and creative skills. In addition, the Internship Program will facilitate the building of a solid portfolio, essential to excel in a competitive work environment. Therefore, during 3 intensive weeks, the journalist will be integrated into a multidisciplinary work team, where they will be able to offer advertising services to their clients, efficiently fulfilling all assignments received.



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"

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. Putting the acquired knowledge into daily practice from the very first moment

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

The objectives of this Internship Program will be to provide professionals with an in-depth and applied understanding of modern advertising strategies, as well as to develop essential competencies for success in the field. This will include the ability to design and execute effective advertising campaigns, utilize digital tools and social media platforms, and analyze the impact and ROI of campaigns. In addition, creativity and innovation will be fostered, enabling them to think strategically and adapt quickly to market trends and changes.



General Objectives

- ♦ Analyze current trends in advertising, including digital and traditional methods, to understand how to design effective campaigns
- ♦ Plan, develop and launch advertising campaigns that meet a brand's marketing and communication objectives
- ♦ Become familiar with the main tools for social media management, data analysis, and marketing automation tools to optimize the reach and effectiveness of campaigns
- ♦ Develop skills in the interpretation of metrics and analysis of results to evaluate the success of advertising campaigns
- ♦ Generate novel and creative ideas that capture the attention of target audiences and differentiate the brand in a competitive marketplace



- ◆ Identify and anticipate emerging trends in advertising and adapt strategies accordingly to maintain campaign relevance and effectiveness
- ◆ Reinforce the interpersonal skills essential to work effectively in multi-disciplinary teams and manage communication with clients and stakeholders
- ◆ Create and assemble work and projects completed during training that demonstrate the skills acquired and serve as tangible evidence of competency for future employers

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You will be prepared to meet the challenges of today's advertising world with confidence and competence, equipping you with a practical portfolio and professional network that will open doors in the industry"



Specific Objectives

- ♦ Create engaging and effective visual content that communicates the brand message in an impactful and memorable way
- ♦ Master the use of specialized software in graphic design, video editing, social media management, and data analysis to execute high-quality advertising campaigns
- ♦ Improve copywriting skills to create persuasive and compelling advertising messages that generate interest and action from the target audience
- ♦ Understand the psychological factors that influence consumer behavior and apply this knowledge in developing effective advertising strategies
- ♦ Keep abreast of the latest innovations in advertising technology, such as Augmented Reality, Augmented, Artificial Intelligence and Influencer Marketing to creatively integrate them into campaigns
- ♦ Practice developing comprehensive and effective advertising campaign proposals, and develop presentation skills to communicate them convincingly to potential clients
- ♦ Work on advertising communication projects with professionals from different areas, such as graphic designers, copywriters, data analysts, and project managers, to develop collaboration and teamwork skills
- ♦ Use metrics and analytics tools to evaluate the success of advertising campaigns and make adjustments as needed to optimize their performance





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This Internship Program will provide you with a direct immersion in the work environment, allowing you to apply theoretical concepts in real situations and develop essential practical skills"

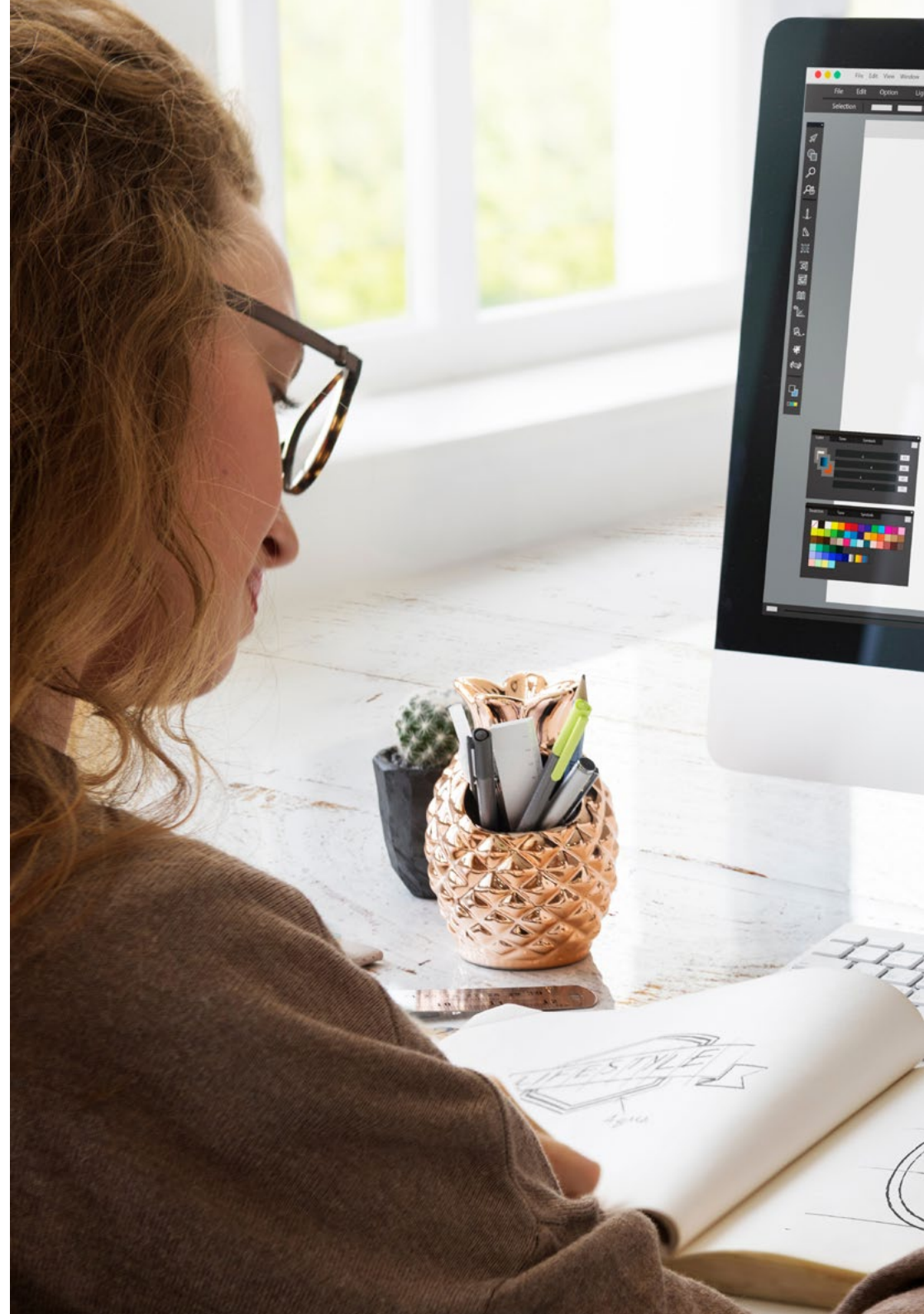
04 Educational Plan

The Internship Program of this program in Advertising Communication consists of a practical internship in a prestigious company, lasting 3 weeks, from Monday to Friday, with 8 consecutive hours of practical training, always with 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 knowledge 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 learning 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 and messages from followers
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

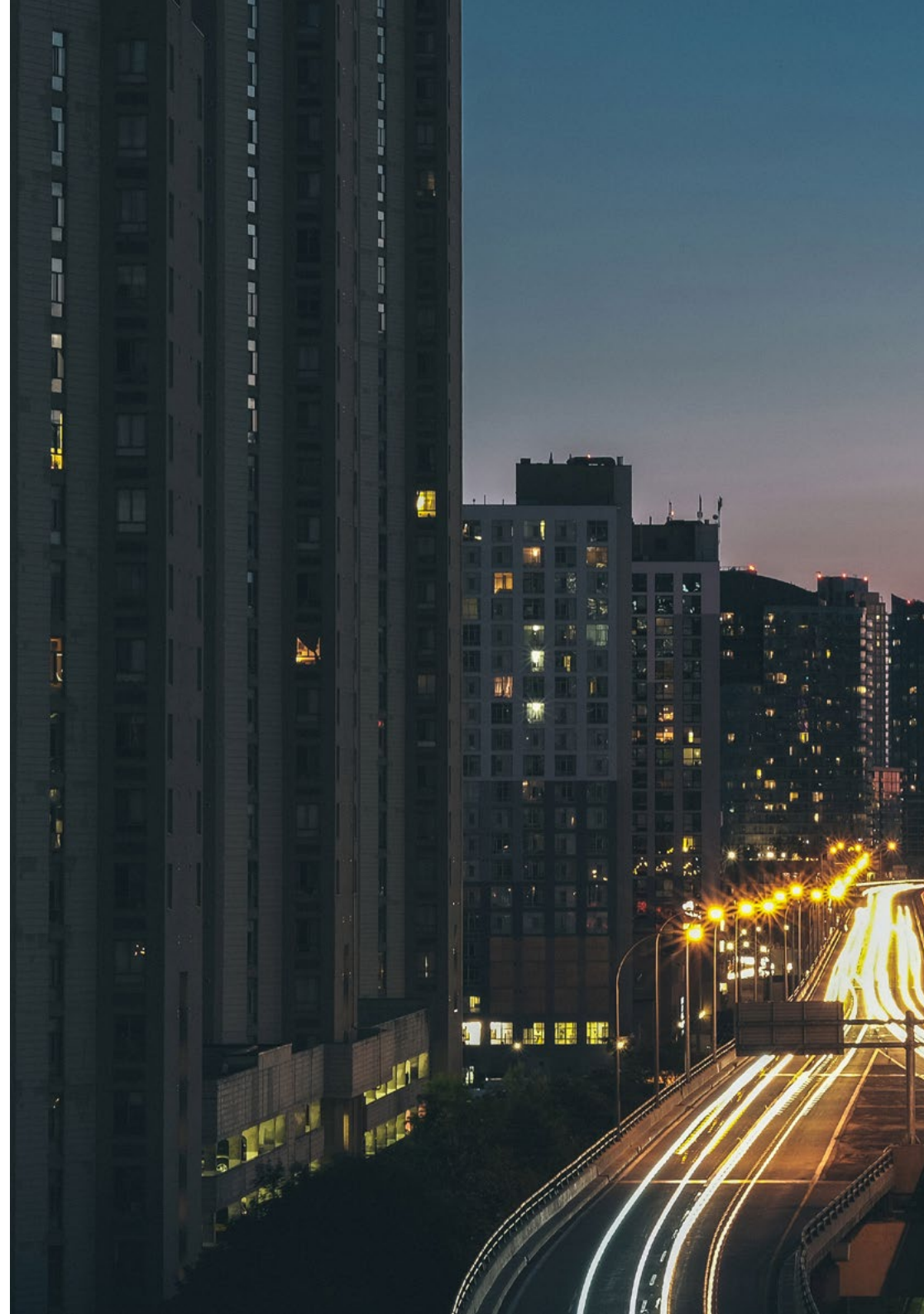
05

Where Can I Do the Internship Program?

In its maxim of offering quality education within the reach of most people, TECH has decided to broaden the academic horizons so that this Internship Program can be taught in various centers around the country. This is a unique opportunity that allows the professionals to continue to grow their careers alongside the best specialists in the sector.

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You will be able to carry out your Internship Program, 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 do this program at the following centers:



Journalism and Communication

Marallavi Films

Country
Spain

City
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
Spain

City
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

06

General Conditions

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 entity commits to purchasing 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 internship program at the center.



General Conditions of the Internship Program

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

1. TUTOR: During the Internship Program, 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 Internship Program, 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 Internship Program will receive a certificate accrediting their stay at the center.

5. EMPLOYMENT RELATIONSHIP: The Internship Program shall not constitute an employment relationship of any kind.

6. PRIOR EDUCATION Some centers may require a certificate of prior education for the Internship Program. 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. 3.- DOES NOT INCLUDE: The Internship Program 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 Certificate

This private qualification will allow you to obtain a **Internship Program diploma 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: **Internship Program in Advertising Communication**

Duration: **3 weeks**

Attendance: **Monday to Friday, 8-hour consecutive shifts**

Accreditation: **4 ECTS**



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



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