

# Postgraduate Certificate

## Advertising Creativity Applied to the Advertising Metaverse



## Postgraduate Certificate Advertising Creativity Applied to the Advertising Metaverse

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

Website: [www.techitute.com/pk/journalism-communication/postgraduate-certificate/advertising-applied-advertising-metaverse](http://www.techitute.com/pk/journalism-communication/postgraduate-certificate/advertising-applied-advertising-metaverse)

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# 01

# Introduction

In the modern advertising landscape, characterized by constant technological advancement, the Metaverse stands as an essential and booming field. Immersion in virtual and augmented environments has revolutionized the way brands connect with their audiences. Therefore, the need for professionals who can conceive and execute effective marketing strategies in virtual worlds is undeniable. This program, designed to equip students with the necessary skills, is offered in a 100% online format, with access to a wide variety of multimedia content. In this way, graduates will learn to create immersive experiences, explore new frontiers of creativity and excel in an ever-changing field.



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*Relaunch your professional future by becoming an expert in the Advertising Metaverse with a 100% online program"*

The advertising field is immersed in a constant process of transformation, driven to a great extent by the vertiginous technological progress.

In this scenario, the Metaverse emerges as a new frontier in which brands seek to connect with their audiences in innovative and captivating ways. This Postgraduate Certificate is a response to the growing need for professionals capable of understanding and excelling in this new digital environment. Immersion in virtual and augmented worlds requires a comprehensive approach that combines creativity and technology to build effective campaigns and immersive experiences.

In this context of rapid industry transformation, it is essential to recognize the intersection between the Metaverse and disruptive technologies. The combination of Blockchain, which ensures the security and authenticity of digital assets, along with avatarization and artificial intelligence that enable more personalized and immersive experiences, is a crucial approach to success. In addition, the generation of content specifically tailored to this domain is critical to capture the attention of audiences in these virtual and augmented environments, underscoring the need to understand and apply these technologies creatively and effectively.

The Postgraduate Certificate in Advertising Creativity Applied to the Advertising Metaverse has been designed with these elements in mind, providing graduates with the essential tools and knowledge to navigate this emerging terrain. With a focus on combining creativity and technology, participants will learn how to develop campaigns that take full advantage of the capabilities of this new technology, providing unique and memorable experiences. The program is offered in a 100% online format, with access to a wide variety of multimedia content, allowing graduates to enter this sector in a flexible and adaptive way. Combined with the Relearning method, this program ensures that graduates are prepared to lead in a constantly evolving environment, where creativity and technology merge in an impactful way.

This **Postgraduate Certificate in Advertising Creativity Applied to the Advertising Metaverse** contains the most complete and up-to-date program on the market. The most important features include:

- ♦ The development of case studies presented by experts in Advertising Creativity Applied to the Advertising Metaverse
- ♦ The graphic, schematic and eminently practical contents with which it is conceived provide cutting- Therapeutics and practical information on those disciplines that are essential for professional practice
- ♦ Practical exercises where the self-assessment process can be carried out to improve learning
- ♦ Its special emphasis on innovative methodologies
- ♦ 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



*You will discover all the possibilities offered by the Advertising Metaverse in the best digital university in the world according to Forbes"*



“

*99% employability among TECH graduates. Enroll and boost your career”*

The program’s teaching staff includes professionals from sector who contribute their work experience to this educational program, as well as renowned specialists from leading societies and prestigious universities.

Its multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide an immersive education programmed to learn in real situations.

The design of this program focuses on Problem-Based Learning, by means of which the professional must try to solve the different professional practice situations that are presented throughout the academic course. For this purpose, the student will be assisted by an innovative interactive video system created by renowned experts.

*This Postgraduate Certificate is the key to forge a successful career in the exciting universe of the advertising metaverse.*

*Enroll in this Postgraduate Certificate and you will specialize in one of the most promising areas of advertising.*



# 02

# Objectives

In an advertising environment in constant metamorphosis, this program has been conceived with a clear objective: to provide graduates with the tools and knowledge necessary to excel in the metaverse. The syllabus focuses on elevating creativity, exploring specific strategies for virtual and augmented environments, and fostering a deep understanding of the convergence between technology and creativity in this new era. Objectives focus on preparing students to lead in the advertising of the future and develop innovative campaigns in virtual worlds.







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*Boost your career and become a leader in advertising in the Metaverse with TECH”*



## General Objectives

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- ♦ Improve knowledge and professional skills to be able to carry out the integration and performance of work in a creative department of any type of agency or marketing department
- ♦ Assimilate the theoretical/practical knowledge that allows performing the creative functions from any perspective
- ♦ Know in depth the relationship between the creative and the rest of the agents that participate in the gestation of the commercial communication
- ♦ Gain in-depth knowledge of the latest tools to support creativity
- ♦ Develop actions and initiatives to improve creative results, in collaboration with the other actors involved in their conception
- ♦ Use creativity support tools





## Specific Objectives

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- ♦ Specific Objectives Investigate the possibilities of the metaverse, artificial intelligence (AI) and neuroscience
- ♦ Discover what the metaverse is and how it is impacting creativity
- ♦ Delve into the business insights of the metaverse
- ♦ Examine how AI is changing content creation and consumption, and its influence on the creative workplace
- ♦ Look into the future and explore the creative opportunities of this new era
- ♦ Analyze how brands can excel in the metaverse and how this affects distribution and the relationship with consumers
- ♦ Learn the skills and attitudes needed to thrive in this ever-changing environment
- ♦ Discover various creative opportunities, such as immersive experiences, brand avatars, virtual events, etc
- ♦ Study the relationship between neuroscience and creativity



*Focus on your objectives with this University program and be part of the next advertising revolution: the metaverse"*



# 03

# Course Management

TECH, in its quest to offer the best and most cutting-edge education, has the best specialists in the field of Advertising Creativity in the Metaverse to lead this program. These industry leaders bring a wealth of experience and cutting-edge vision. Their commitment is to provide students with the skills and knowledge necessary to excel in an ever-changing advertising environment. The course leadership team is at the forefront of the Metaverse revolution and seeks to inspire a new generation of advertising creatives to succeed in this exciting and emerging field.





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*You will master advertising creativity in virtual and augmented worlds from today's top creatives"*

## Management



### Mr. Labarta Vélez, Fernando

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

## Professors

### Ms. Pita, Eva

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





# 04

## Structure and Content

The Postgraduate Certificate in Advertising Creativity Applied to the Advertising Metaverse offers an innovative and avant-garde structure. Graduates will approach advertising in an emerging and exciting environment, the metaverse, where creativity and technology merge. The content of this training ranges from fundamental concepts to specific strategies for the metaverse, including the creation of immersive experiences and effective advertising campaigns in virtual worlds. The focus in this course is to prepare students to lead the future of this sector, where virtual and augmented reality are the new scenarios for creativity and marketing.



A close-up, shallow depth-of-field photograph of hands typing on a keyboard. The focus is on the fingers and the keys, with the background being a blurred office environment. The image is partially obscured by a diagonal white and red graphic overlay.

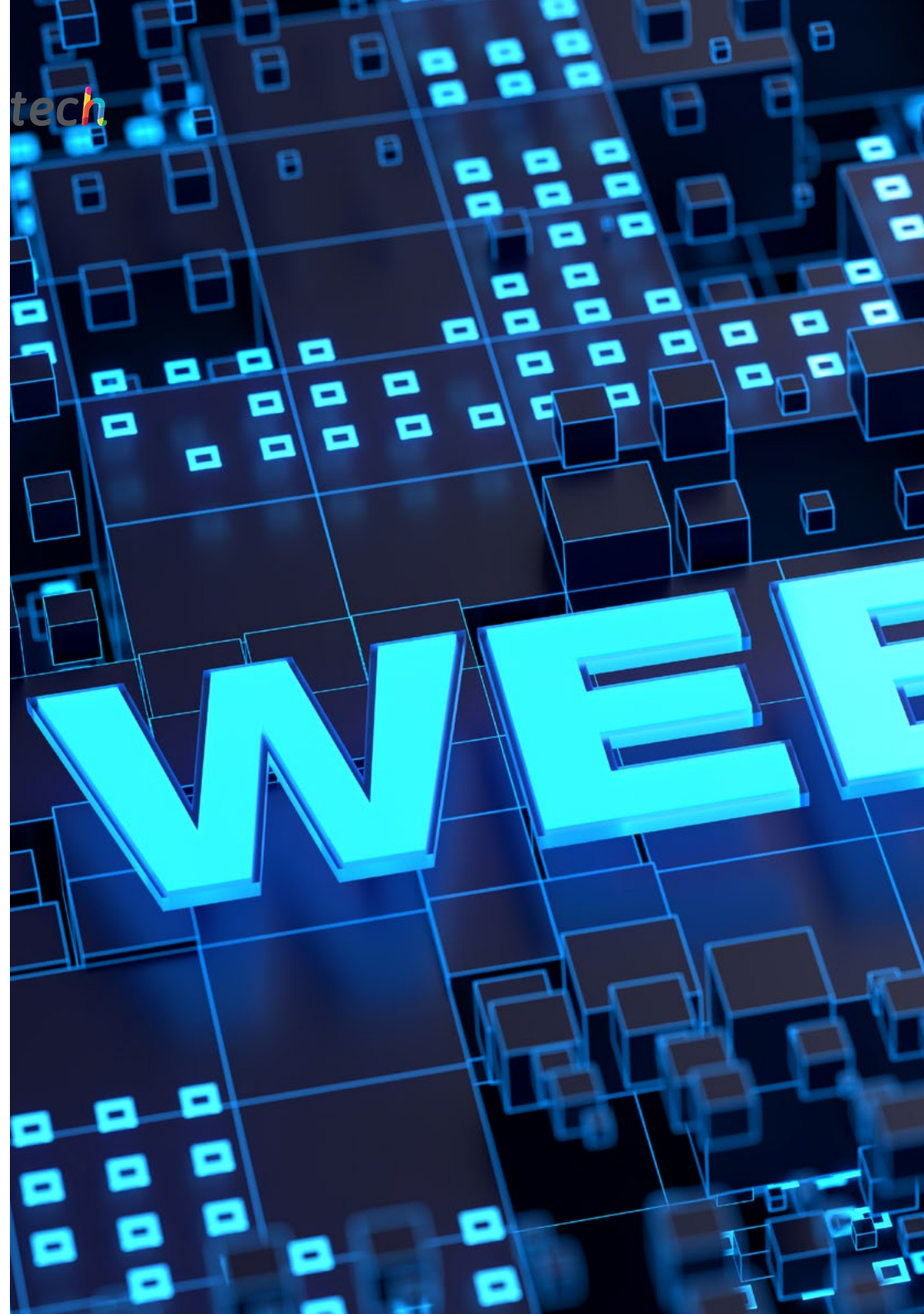
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*A curriculum developed by expert advertisers  
to enhance your professional profile  
and catapult your career”*



Module 1. Applied advertising creativity Creative Publicist

- 1.1. The Metaverse
  - 1.1.1. What Is It?
  - 1.1.2. What creative opportunities it offers
  - 1.1.3. Examples:
- 1.2. Metaverse companies
  - 1.2.1. Metaverse customers
  - 1.2.2. NFTs
  - 1.2.3. Business sectors
  - 1.2.4. Working in the metaverse
  - 1.2.5. Blockchain and metaverse
- 1.3. The leap to the metaverse
  - 1.3.1. Digital humanization
  - 1.3.2. Avatarization
  - 1.3.3. The Future
- 1.4. Artificial intelligence and generation of content for the metaverse
  - 1.4.1. AI
  - 1.4.2. Contents
  - 1.4.3. Texts
  - 1.4.4. The audios
  - 1.4.5. Images
  - 1.4.6. The world of work
- 1.5. Let's imagine the era of the metaverse and artificial intelligence
  - 1.5.1. What creative opportunities it offers
  - 1.5.2. Examples:
  - 1.5.3. Conclusions
- 1.6. Trademark monopoly
  - 1.6.1. A single metaverse
  - 1.6.2. Trademark distribution chains
  - 1.6.3. The consumer shareholder
- 1.7. How will creatives work in this new era?
  - 1.7.1. Skills
  - 1.7.2. Attitudes
  - 1.7.3. Conclusions



- 1.8. Creative opportunities metaverse
  - 1.8.1. Immersive Experiences
  - 1.8.2. Brand Avatars
  - 1.8.3. Virtual Events
  - 1.8.4. Personalization
  - 1.8.5. Creative collaborations
  - 1.8.6. Augmented Reality
  - 1.8.7. Native Advertising
  - 1.8.8. Constant Innovation
- 1.9. Creative opportunities IA
  - 1.9.1. Personalized Content Generation
  - 1.9.2. Marketing Campaign Optimization
  - 1.9.3. Design and Creation of Images and Videos
  - 1.9.4. Augmented Reality (AR) and Virtual Reality (VR)
  - 1.9.5. Generative Music and Art
  - 1.9.6. Automation of Creative Processes
  - 1.9.7. Value Links
- 1.10. Neuroscience
  - 1.10.1. Cognitive neuroscience
  - 1.10.2. Neuromarketing
  - 1.10.3. Emotional neuroscience



*An academic degree designed to hone your skills to the maximum. Enroll and launch your career to the next level"*



05

# Methodology

This academic program offers students a different way of learning. Our methodology follows a cyclical learning process: **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 method of skills and knowledge development. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

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*At TECH, you will experience a way of learning 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 prepare 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 balance each of these elements concentrically.

This methodology has prepared 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 neuro science, 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 neuropsychiatric 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 adapted in audiovisual format, to create the TECH on line 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



#### Practising Skills and Abilities

They will carry out activities to develop specific competencies and skills in each thematic field. 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 assess and re-assess students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



06

# Certificate

The Postgraduate Certificate in Advertising Creativity Applied to the Advertising Metaverse guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.





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

This **Postgraduate Certificate in Advertising Creativity Applied to the Advertising Metaverse** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by TECH Technological University via tracked delivery.

The certificate issued by TECH Technological University will reflect the qualification obtained in the postgraduate certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Postgraduate Certificate in Advertising Creativity Applied to the Advertising Metaverse**

Official N° of Hours: **150 h.**





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



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NEERS