Postgraduate Certificate
Advertising Creativity: Copywriting

tech *technological university*

Postgraduate Certificate

Advertising Creativity: Copywriting

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

Website: **www.techtitute.com/in/journalism-communication/postgraduate-certificate-advertising-creativity-copywriting**

Index

01
Introduction

Advertising has turned today's society into a real battlefield with the sole purpose of capturing the customer's interest. In the world of advertising, one must do whatever it takes to be the first to position oneself in a given market segment. This comprehensive program offers the students a broad perspective on copywriting and the possibility of understanding the purpose of an advertisement. To this end, a series of rules and warnings will be addressed in order to obtain an effective and professional writing.

"If you are interested in achieving excellence as copywriter, do not miss the opportunity to study this Postgraduate Certificate and develop your skills effectively"

This TECH program on creativity in copywriting will allow journalism and communication professionals to acquire knowledge related to copywriting and, above all, to learn to apply and analyze the editorial peculiarities of each of the different messages: letters, brochures, press ads, billboards, commercials, spots, etc., both from theoretical aspects and practical cases.

From there, the students will be able to incorporate the guidelines, keys and reference models learned about copywriting to the most current media and platforms, internet and social networks. Thus, the objective of this subject is to acquire writing skills and develop the imagination to generate original ideas in any advertising format.

This program provides a complete and specific review that will enable the student to work in any of these tasks in the field of communication with solvency and security. Throughout this program, a real working scenario TECH offered in order to be able to assess the convenience of its application in the project, evaluating its real indications, its way of development and the expectations we may have regarding the results.

A program of great educational value that will mark a before and after in the knowledge of the students, by offering them the keys that they will be able to apply during their communicative and advertising creation process.

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

- The use of the latest technology in e-learning software
- The teaching system, intensely visual, supported by graphic and schematic contents that are easy to assimilate and understand
- Practical case studies presented by practising experts
- State-of-the-art interactive video systems
- Teaching supported by *telepractice*
- Continuous updating and recycling systems
- Self-regulated learning, which makes the program completely compatible with other commitments
- Practical exercises for self-assessment and learning verification
- Support groups and educational synergies: Questions to the expert, discussion forums and knowledge
- Communication with the teacher team and individual reflection work
- Content that is accessible from any fixed or portable device with an Internet connection
- Complementary resource banks that are permanently available

Become a specialist in creative writing and be able to elaborate the best advertising messages of the moment"

"

TECH Technological University gives you the opportunity to study in a contextual way, carrying out practical cases similar to those you may encounter in real life"

A Postgraduate Certificate that will enable you to work with fluency in copywriting.

Specialize in copywriting and create more effective messages that encourage consumers to buy.

The teaching staff of this program is made up of professionals from different fields related to this specialty. As such, TECH can fulfill its academic updating objective. A multidisciplinary team of experienced professionals in different fields who, will develop theoretical knowledge efficiently, but above all, will put their practical knowledge derived from their own experience at the students' service.

This mastery of the subject matter is complemented by the effectiveness of the methodological design. Developed by a multidisciplinary team of *E-Learning* experts, it , integrates the latest advances in educational technology. As a result, students will be able to study with a range of comfortable and versatile multimedia tools that will give them the operational capacity they need in their study process.

The design of this program is centered on Problem-Based Learning. An approach that conceives learning as a highly practical process. To achieve this remotely, *telepractice* is used. Therefore, with the help of an innovative interactive video system, and *Learning from an Expert,* the students will be able to acquire the knowledge as if they were facing the very cases being studied. A concept that will allow students to integrate and memorize what they have learnt in a more realistic and permanent way.

02
Objectives

The objectives of this Postgraduate Certificate in Advertising Creativity: Copywriting is to create highly qualified professionals in this field. This objective is focused on helping professionals reach a much higher level of expertise and control. A goal that, in just a few weeks, students will be able to achieve, with a high intensity and precision program that will help them develop their most creative side and apply it to their advertising messages.

Achieve the necessary specialization to develop successful advertising messages"

General Objective

♦ Acquire the necessary knowledge to carry out an adequate advertising communication using the most advanced tools

" *A path to achieve professional growth that will propel you towards a greater level of competitiveness in the job market"*

Specific Objectives

- Know how to use information and communication technologies and techniques in the different combined and interactive media or media systems
- Recognize the elements, forms and processes of advertising languages and other forms of persuasive communication
- Recognize significant and appropriate tools for the study of advertising and public relations
- Know how to analyze the elements that make up the advertising message: graphic elements, audiovisual elements and musical and sound elements
- Assume the role of a creative editor within an advertising agency or advertising department in a company or institution
- Have the ability to carry out the role of a creative editor within an advertising agency or advertising department in a company or institution

Structure and Content

The structure of this TECH Postgraduate Certificate has been designed for students to learn, first hand, how copywriting should be carried out, following creativity criteria that will make messages more attractive. In this way, the students will be able to take a first-level educational journey through the most necessary concepts and strategies in this field. Without a doubt, a program that will represent a turning point in your professional training.

The best educational program in the current educational scenario on advertising creativity"

Module 1. Creative Advertising I: Writing

A complete and very interesting program that will keep you interested and motivated throughout its progress"

04
Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning.**

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.

Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"

Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

"

At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world"

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

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

A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch, which presents the most demanding challenges and decisions in this field, both nationally and internationally. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and professional reality is taken into account.

"

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

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They will have to combine all their knowledge and research, and argue and defend their ideas and decisions.

Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines 8 different teaching elements in each lesson.

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

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

At TECH, you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our university is the only one in the world authorized to employ this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically. This methodology has trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, and financial markets and instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.

This program offers the best educational material, prepared with professionals in mind:

Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.

Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.

Practising Skills and Abilities

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

Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.

30%

10%

8%

20%

25%

4%

3%
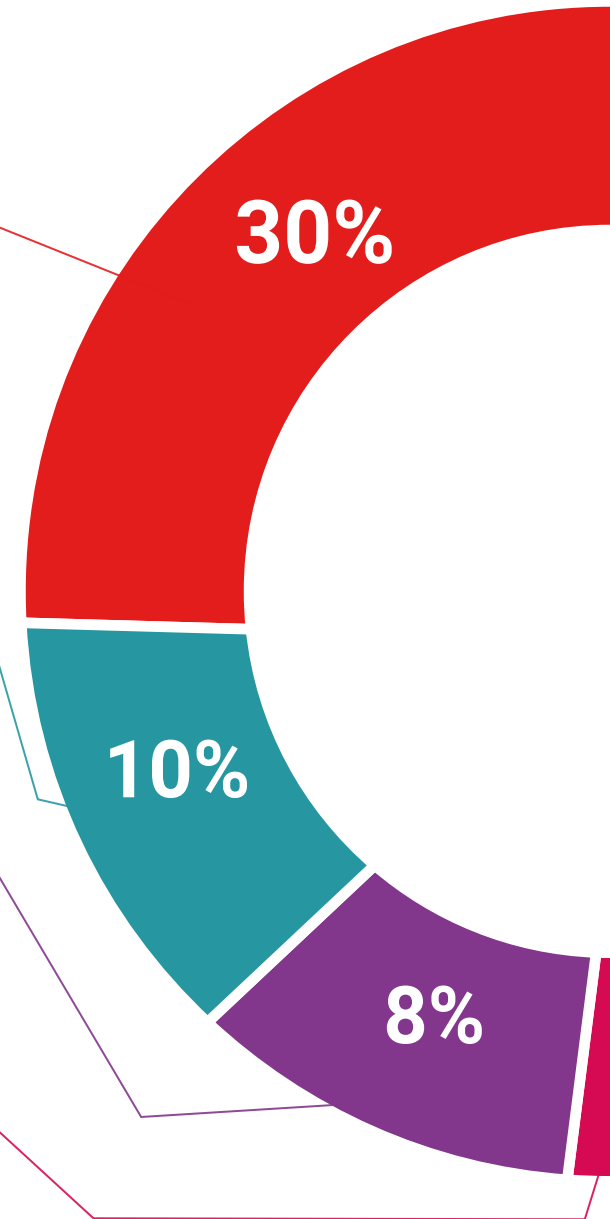
Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best specialists in the world.

Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".

Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.

Certificate

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

Successfully complete this program and receive your Postgraduate Certificate without having to travel or fill out laborious paperwork"

The **Postgraduate Certificate in Advertising Creativity: Copywriting** 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: Copywriting**

Official Nº of hours: **150 h.**

tech technological
university

Awards the following
CERTIFICATE
to

Mr./Ms. _____, with identification number _____.
For having passed and accredited the following program

POSTGRADUATE CERTIFICATE
in

Advertising Creativity: Copywriting

This is a qualification awarded by this University, equivalent to 150 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH is a Private Institution of Higher Education recognized by the Ministry of Public Education as of June 28, 2018.

June 17, 2020

Tere Guevara Navarro
Dean

Unique TECH Code: AFWORD23S   techtitute.com/certificates

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

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