

# Postgraduate Certificate

## Advertising and Cultural Manifestations





## Postgraduate Certificate Advertising and Cultural Manifestations

- » 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-cultural-manifestations](http://www.techtitute.com/in/journalism-communication/postgraduate-certificate-advertising-cultural-manifestations)

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# 01

# Introduction

Advertising communication must follow a specific way of exposing its message, depending on the medium in which it is published, the product being advertised and the target audience. However, the ultimate goal must be persuasion, in order to achieve the required objectives, which, in general, will focus on greater consumption and, therefore, greater profits for companies. This TECH program will show students the relationship between advertising and cultural manifestations such as literature, art or cinema.



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*Delve into the relationship between cultural manifestations and advertising and create more persuasive messages”*

Advertising is a relevant factor in all fields, as a tool capable of generating ideologies, modifying behaviors and inciting consumption. Its relationship with different cultural manifestations, such as cinema, television or art, for example, is inseparable, since advertising draws on all of them to create attractive products for the public.

Therefore, it is necessary for journalists and communicators working in the field of advertising to be aware of what they are doing. In this sense, TECH offers them the realization of this Postgraduate Certificate in which they will find the most relevant information that will allow them to analyze the effects of advertising communication in society and culture.

A program that will open the doors to the competitive field of advertising communication and that will provide them with the necessary tools to manage successfully in the sector. And, all of this, in a totally online format, which will allow them to combine their studies with the rest of their daily obligations. Definitely, the program that journalists have been waiting for to specialize in a booming field



*To achieve effective advertising communication, it is necessary to have a vast knowledge of the different cultural industries and their relationship with society”*

This **Postgraduate Certificate in Advertising and Cultural Manifestations** 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

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*TECH is a university at the forefront of technology that offers its students the most innovative teaching methodology on the market”*

The program’s teaching staff includes professionals from sector who contribute their work experience to this 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 professionals must try to solve the different professional practice situations that are presented throughout the program. For this purpose, the student will be assisted by an innovative interactive video system created by renowned experts.

*A Postgraduate Certificate that will enable you to design and manage successful advertising campaigns.*

*Unlimited access to a multitude of theoretical and practical resources that will make your learning easier.*



# 02 Objectives

The main objective of this Postgraduate Certificate in Advertising and Cultural Manifestations of TECH is to provide students with specialized knowledge through which they will be able to apply the most appropriate strategies for effective advertising communication. In this way, they will open a new path towards multiple employment options in the field. This is achieved with a high quality syllabus and the most innovative educational methodology in the market.







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*If you are looking for a niche in the advertising field, don't wait any longer. This Postgraduate Certificate will allow you to develop the necessary skills to succeed in the field”*



## General Objective

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

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*A first level program that will teach you the ins and outs of Advertising Communication”*





## Specific Objectives

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- ♦ Know how to relate advertising to other cultural manifestations such as literature, art or cinema, among others
- ♦ Know and analyze the effects of advertising communication on society and culture
- ♦ Analyze the advertising message with the aim of developing advertising away from social discrimination, making use of professional ethics
- ♦ Know the historical evolution of advertising and public relations

# 03

## Structure and Content

The contents of this Postgraduate Certificate have been developed by the different experts on this field, with a clear purpose: to ensure that our students acquire each one of the necessary skills to become true specialists in Advertising and Cultural Manifestations. A syllabus that will offer students a first class specialization and will raise their qualification to the highest quality standards, which will allow them to become the most demanded professionals in advertising companies.





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*A very well-structured syllabus with which to learn about the relationship between advertising and the cultural sectors”*

## Module 1. Advertising and Cultural Manifestations

- 1.1. Introduction. Advertising Intimacies I
  - 1.1.1. The Symbolic Nature of Advertising Discourse
  - 1.1.2. From the Consumption of Objects to the Consumption of Imaginaries
  - 1.1.3. The Symbolic Mediation of Advertising
- 1.2. Advertising Intimacies II
  - 1.2.1. Advertising Language: Between Fact and Fiction
  - 1.2.2. From Symbol to Desire
  - 1.2.3. Of Smartphones, Tablets and other Advertising Stuff
- 1.3. Advertising Culture I
  - 1.3.1. Advertising and its Relationship with Environment
  - 1.3.2. Advertising Function in Society
  - 1.3.3. The Postmodern Environment of the Advertising Discourse
- 1.4. Advertising Culture II
  - 1.4.1. The Culture Factory
  - 1.4.2. Postmodern Society, Spectacular Society
  - 1.4.3. Examples of Advertising Campaigns
- 1.5. Advertising Culture III
  - 1.5.1. The Advertising of Everyday Life
  - 1.5.2. Building the Advertising Society
  - 1.5.3. Good Girls Would Never Do It, Or Would They?
- 1.6. Advertising and Ideology? I
  - 1.6.1. Why Ideology?
  - 1.6.2. The Concept of Ideology
  - 1.6.3. The Ideological Machine
- 1.7. Advertising and Ideology? II
  - 1.7.1. Pure Contradiction
  - 1.7.2. Unavoidable Social Distances?
  - 1.7.3. Means of Mass Formation





- 1.8. What Advertising Can Do to Our Minds I
  - 1.8.1. Attempting to Unmask the Language of Advertising
  - 1.8.2. Semiotics for All
  - 1.8.3. Peirce and the Emergence of Social Signs
- 1.9. What Advertising Can Do to Our Minds II
  - 1.9.1. Interpreting Advertising: Between Culture and Ideology
  - 1.9.2. How do Advertising Narratives Work? What We See?
  - 1.9.3. How do Advertising Stories Work? What They Hide
- 1.10. What Advertising Can Do to Our Minds III. Conclusions
  - 1.10.1. Advertising and Fear, a Lot of Fear
  - 1.10.2. Types of Fears
  - 1.10.3. Conclusion: In spite of the Above, I am Still a Dispublicized

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*The Most Advanced  
Knowledge about  
Advertising Culture”*

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.





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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.

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*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.



05

# Certificate

The Postgraduate Certificate in Advertising and Cultural Manifestations 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 Postgraduate Certificate without having to travel or fill out laborious paperwork”*

This **Postgraduate Certificate in Advertising and Cultural Manifestations** 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 program, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Postgraduate Certificate in Advertising and Cultural Manifestations**

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  
development language  
virtual classroom



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