

# Postgraduate Certificate

## Advertising Idea Generation





## Postgraduate Certificate Advertising Idea Generation

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

Website: [www.techtitute.com/in/journalism-communication/postgraduate-certificate/advertising-idea-generation](http://www.techtitute.com/in/journalism-communication/postgraduate-certificate/advertising-idea-generation)

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# 01

# Introduction

In a world characterized by consumption and a varied offer, companies are challenged to implement messages that capture the interest of users and serve to differentiate themselves. For this reason, creativity plays a crucial role in successful advertising campaigns. In this sense, organizations demand the incorporation of experts who provide a disruptive vision and create attractive products. For this reason, TECH has designed a program for students to develop skills in this area of communication and marketing. The degree covers topics and tools that are essential to improve relationships between brands and buyers. In addition, its 100% online content provides students with a unique opportunity to personalize their academic journey.







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*Thanks to this 100% online Postgraduate Certificate you will have at your disposal innovative tools for the development of attractive ideas and successful advertising campaigns"*

Currently, the advance of new technologies and the use of the Internet have caused an excess in the supply of products. This has triggered the need for companies to develop innovative campaigns capable of attracting the public and adjusting to new consumption and interaction scenarios such as social networks or the Metaverse. The challenge lies in conveying messages in an impactful way, capable of appealing to consumers' emotions. To achieve this, experts in the advertising sector need a range of resources to generate creative ideas that appeal to the public.

In view of this, TECH has designed a Postgraduate Certificate that offers a broad perspective on the generation of advertising ideas. To this end, the program analyzes different strategies for graduates to enhance creative thinking and develop appropriate messages to promote products. In addition, it focuses on the use of the main creative software to structure and measure advertising campaigns. It also delves into the importance of having rhetorical figures in commercial communication. It also delves into the dynamics of the six thinking hats in order to optimize problem solving.

In addition, the university degree has a 100% online methodology so that the advertiser can complete the program with ease. You will only need a device with Internet access to deepen your knowledge in a sector that offers many job opportunities. In addition, the syllabus is based on the innovative Relearning method: a teaching system based on repetition, which ensures that the knowledge is acquired in a natural and progressive way, without the effort memorization.

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

- ♦ 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



*With TECH you will master the main creative software to generate and measure advertising campaigns"*

“

*You will adopt new approaches that will allow you to develop the best advertising messages in just 6 weeks”*

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.

*You will acquire the skills you need with the support of internationally renowned faculty.*

*Thanks to this Postgraduate Certificate you will be able to work effectively in copywriting.*



# 02

# Objectives

This program is designed to offer students a complete vision of current advertising creativity. Along the same lines, its syllabus encourages the generation of original ideas, continuously through theoretical and practical resources. In addition, the university degree is characterized by bringing together both the tools and the most advanced techniques to stimulate innovative thinking. Thus, graduates will be able to develop excellent advertising messages and projects.







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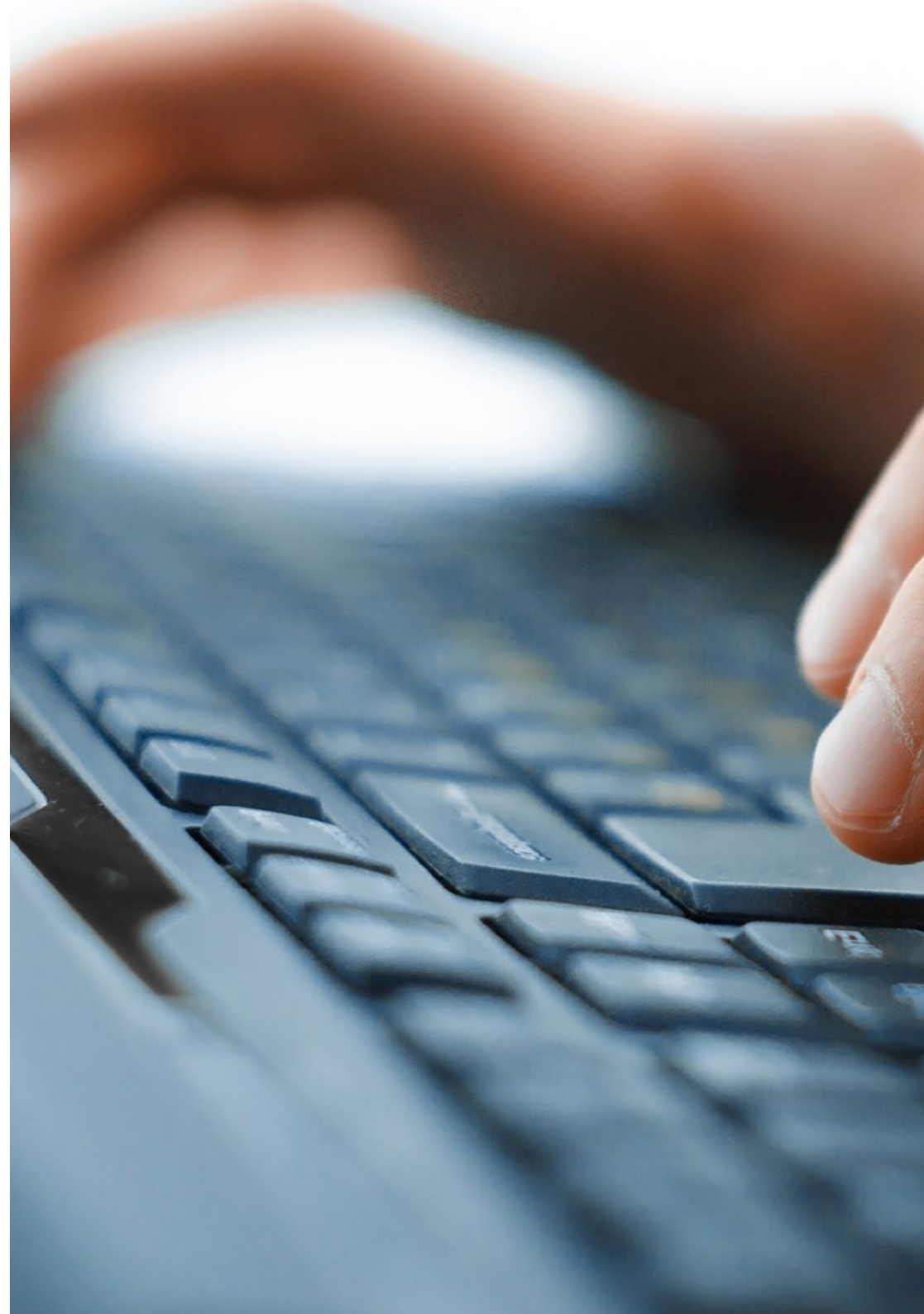
*You will delve into the functions of the copywriter or copywriting figure through the exhaustive topics of this program"*



## General Objectives

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- ♦ Show the vision of creativity as a collaborative agent in the development of communication
- ♦ Assimilate the theoretical/practical knowledge that allows performing the creative functions from any perspective
- ♦ Use creativity support tools
- ♦ Develop actions and initiatives to improve creative results, in collaboration with the other actors involved in their conception
- ♦ Know in depth the relationship between the creative and the rest of the agents that participate in the gestation of the commercial communication
- ♦ Develop creative communication skills to improve the relationship between the brand and the consumer





## Specific Objectives

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- ♦ Stimulate the generation of innovative ideas
- ♦ Highlighting the value of the creative environment
- ♦ Explain the activity of creative thinking
- ♦ Detail how the advertising creative thinking software works
- ♦ Enhancing team creativity
- ♦ Draw inspiration from the creative legacy of others
- ♦ Explore creativity in different fieldsThe generation of ideas Advertising



*Through this complete syllabus, you will deepen your knowledge of visual rhetoric and image manipulation in the creative context"*



03

# Course Management

With the objective of providing an education based on quality and excellence, TECH has at its disposal a teaching staff of international prestige. These specialists are characterized by an extensive professional career, in which they have contributed their creative profiles to renowned communication and advertising companies. Thanks to this, the experts have designed materials that will allow students to be at the forefront in the field of advertising originality. In addition, the resources generated by the faculty for the syllabus offer a wide range of techniques to encourage the e-learners' imaginative thinking of the graduates.





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*The teaching staff of this Postgraduate Certificate has a wide prestige in the advertising industry”*



## Management



### D. 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*



# 04

# Structure and Content

This syllabus addresses disruptive topics that guarantee the communicator and the advertiser a global mastery of the tools necessary to generate original advertising ideas. Thus, the syllabus covers disruptive topics such as creative types and profiles. Likewise, it delves into the profiles and functions that must be assumed by all the actors within a specialized agency, such as copywriters and designers. At the same time, to enhance the mastery of these contents, TECH relies on the complete and exclusive Relearning.





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*Throughout this program you will approach the main types of creatives and the profiles in charge of developing them"*



## Module 1. The generation of advertising ideas

- 1.1. What Does It Take to Get to the Idea
  - 1.1.1. State the problem
  - 1.1.2. Stopping to think, the first step to differentiate yourself
  - 1.1.3. Think, reflect, think again... and so on for several days
  - 1.1.4. Convincing yourself to get there
  - 1.1.5. A creative environment stimulates creativity
  - 1.1.6. How your creativity is contagious
  - 1.1.7. Get out of the office, live, enjoy
  - 1.1.8. The creative briefing
  - 1.1.9. Creative demand
  - 1.1.10. Break with the established
  - 1.1.11. The key word: partnership
- 1.2. Creative thinking
  - 1.2.1. People who have theorized about creative thinking
  - 1.2.2. Key aspects to stimulate creative thinking according to de Bono
  - 1.2.3. Conclusions
- 1.3. Creative Process
  - 1.3.1. The creative concept
  - 1.3.2. The creative strategy in function of the product life cycle
  - 1.3.3. Launching strategies
- 1.4. The advertising creative's software
  - 1.4.1. Actions of creative advertising thinking
  - 1.4.2. Phases
  - 1.4.3. Possibilities of use
  - 1.4.4. Safety rules
  - 1.4.5. Thought process
- 1.5. The Creative Team
  - 1.5.1. The copy or copywriter
  - 1.5.2. The designer and the art director
  - 1.5.3. The creative director
  - 1.5.4. The creative
  - 1.5.6. Six thinking hats







- 1.6. Rhetorical thinking
  - 1.6.1. Most used rhetorical figures
  - 1.6.2. Importance of rhetorical figures in commercial communication
  - 1.6.3. Examples of rhetorical advertisements
- 1.7. Designing with creativity
  - 1.7.1. Image manipulation
  - 1.7.2. Production
  - 1.7.3. Visual rhetoric
  - 1.7.4. Typography in advertising
- 1.8. Recommendations to create
  - 1.8.1. Meaningful copy
  - 1.8.2. Phrases of the great advertising creatives
  - 1.8.3. Recommendations of famous designers
- 1.9. Types of Creativity
  - 1.9.1. Artistic
  - 1.9.2. Scientist
  - 1.9.3. Technological
  - 1.9.4. Enterprise
  - 1.9.6. Advertising
  - 1.9.7. Designers
- 1.10. Creative Profiles
  - 1.10.1. Visionaries
  - 1.10.2. Experimenters
  - 1.10.3. Observers
  - 1.10.4. Connectors
  - 1.10.5. Analytical
  - 1.10.6. Collaborators
  - 1.10.7. Narrators

05

# 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

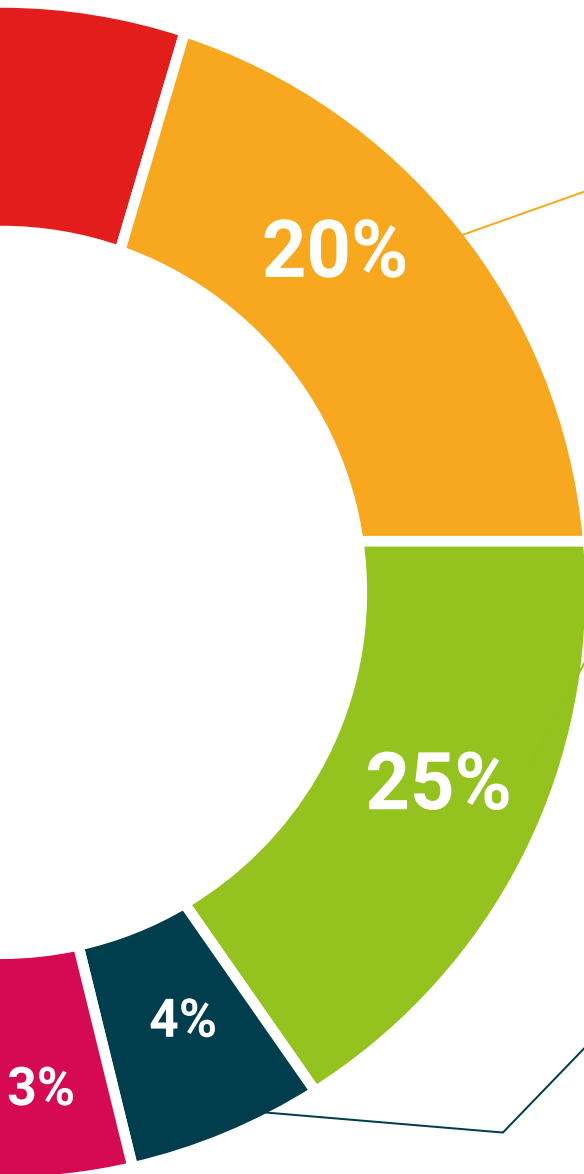
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



### 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.





06

# Certificate

The Postgraduate Certificate in Advertising Idea Generation 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 Idea Generation** contains the most complete and updated educational 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 Idea Generation**

Official N° of Hours: **150 h.**





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



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