

# Postgraduate Certificate Advertising Media Planning





## Postgraduate Certificate Advertising Media Planning

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

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# 01

# Introduction

Knowing how to carry out an adequate Advertising Media Planning will allow journalism professionals to access the sites that get the most views at the most competitive cost in the market. For this purpose, it is necessary to carry out an appropriate communication strategy, including the study of the audience to determine the media that have more impact on the target audience of the company. Thanks to this TECH program, the students will acquire the necessary specialization that will allow them to manage successfully in this field.



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*Become an expert in the purchase and management of advertising media and gain access to the most competitive media”*

The Postgraduate Certificate in Advertising Media Planning offers the students a very close and transparent perception of how to execute a media plan appropriate to the objectives of the company, which allows to reach the desired audience and, therefore, obtain high rates of viewing and consumption.

To this end, the syllabus includes the most relevant and innovative aspects of the subject, ranging from knowledge of the audience, to the most traditional advertising channels, but also the most innovative ones, which have emerged with the advance of new technologies and the emergence of social networks. It also provides the keys to design the most appropriate communication strategies for the field in which the company works.

Thus, throughout this program a real working scenario is shown in order to be able to assess the convenience of its application in the project of the company, evaluating its real indications, its way of development and the expectations they may have regarding the results. A complete and concrete review that will enable students to exercise in any of these tasks related to Advertising Media Planning with solvency and security.

A 100% online program that will offer journalists and communicators a unique opportunity to increase their knowledge in this field directly from home, without the need to make uncomfortable transfers to a physical location. All this, accompanied by the most innovative teaching methodology on the market, which will facilitate their study and allow them to perform interactive activities of great value for their learning.

This **Postgraduate Certificate in Advertising Media Planning** 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 intensely visual teaching system, 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, debate and knowledge forums
- ♦ Communication with the teacher team and individual reflection work
- ♦ Content that is accessible from any fixed or portable electronic device with an Internet connection
- ♦ Complementary resource banks that are permanently available



*Knowing the main advertising media will allow you to choose the most suitable for your company's needs"*

“ *A first level program that will teach you how to select the most suitable advertising media for your company's needs*”

The program's teaching staff includes professionals from the field 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 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.

*TECH is a 21st century university that is committed to online teaching as the primary learning method.*

*The online format of this program will allow you to study at your own pace, without the need to travel to a physical location.*



# 02

# Objectives

This TECH educational program, aimed specifically at journalists and communicators, has the main objective of providing students with the necessary knowledge to be able to implement the precise strategies that allow them to plan, in an appropriate manner, the Advertising Media in which to publish their campaigns and achieve the goals of their company. In this way, they will be qualified to implement their advertising projects in a highly competitive market.





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*Develop the precise skills for the adequate Advertising Media Planning and achieve that your company's products are known and consumed by the public”*



### General Objective

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



*A learning pathway that will propel you towards greater competitiveness in the job market"*





## Specific Objectives

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- ◆ Know how to apply the analysis variables of advertising media planning
- ◆ Carry out a media plan for an advertising agency or a media center
- ◆ Know how to manage the purchase of media and advertising platforms



# 03

## Structure and Content

The structure of this Postgraduate Certificate has been designed with the educational needs of Journalists in the advertising field of the Advertising Media Planning. Thus, the syllabus includes everything from communication strategies to advertising planning, conventional media or the audience. A comprehensive syllabus thanks to which the students will be able to obtain a general vision of the field that will allow them to develop professionally and successfully in this field.





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*An appropriate advertising planning will allow you to reach your audience effectively”*

## Module 1. Advertising Media Planning

- 1.1. Once Upon a Time: The Strategy
  - 1.1.1. History of the Strategy
  - 1.1.2. Application of the Strategy to other Social Disciplines
  - 1.1.3. Scientific Recognition of the Strategy
- 1.2. Strategic Thinking
  - 1.2.1. Strategic Dimension
  - 1.2.2. What is a Strategic Plan?
  - 1.2.3. Structure
- 1.3. Strategic Communication vs. Types of Strategies
  - 1.3.1. Features of Strategic Communication
  - 1.3.2. Communication Strategies
  - 1.3.3. Types of Strategies
- 1.4. Execution of the Advertising Planning Process
  - 1.4.1. History of Advertising Planning
  - 1.4.2. What Does a Planner Do?
  - 1.4.3. The Planner in the Agency's Work Process
  - 1.4.4. Account Management and Planning
- 1.5. General Work Development Model
  - 1.5.1. Advertiser's Order
  - 1.5.2. Strategic Process
  - 1.5.3. Strategic Consulting
- 1.6. Conventional Media
  - 1.6.1. Transition to Social Environments
  - 1.6.2. Hybrid Media
  - 1.6.3. Internet
  - 1.6.4. Orbyt Case





- 1.7. Digital Media Planning
  - 1.7.1. Time of Purchase Decision
  - 1.7.2. Web Positioning
  - 1.7.3. Formats
  - 1.7.4. Brand Strategies
  - 1.7.5. Measurement
  - 1.7.6. e-Commerce and Social Commerce
- 1.8. Strategic Plan in 7 steps
  - 1.8.1. Brand Analysis
  - 1.8.2. Identify the Target
  - 1.8.3. Defining Objectives
  - 1.8.4. Identify the Brand's Differential Value Proposition
  - 1.8.5. Choosing Communication Channels
  - 1.8.6. Create the Campaign Calendar
  - 1.8.7. Analysis and Measurement of Results
- 1.9. Future of Planning
  - 1.9.1. Past
  - 1.9.2. Present
  - 1.9.3. Future
- 1.10. Audience
  - 1.10.1. Hourly TV Ratings
  - 1.10.2. Prime Time on TV
  - 1.10.3. GPRS



*Take an educational tour through the main concepts and strategies of Advertising Media Planning"*

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 Media Planning 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 Media Planning** 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 Media Planning**

Official N° of Hours: **150 h.**



\*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.

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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