# Postgraduate Certificate
## Advertising Theory

tech global university

# Postgraduate Certificate

## Advertising Theory

- » Modality: **online**
- » Duration: **6 weeks**
- » Certificate: **TECH Global University**
- » Credits: **6 ECTS**
- » Schedule: **at your own pace**
- » Exams: **online**

Website: **www.techtitute.com/us/journalism-communication/postgraduate-certificate-advertising-theory**

# Index

# 01

# Introduction

The Advertising Theory program offers journalists an overview of the advertising system: its protagonists, the creative process, planning and its potential social effects. This program It is designed to specialize journalism professionals in this field and to promote mastery of the most current techniques and trends.

*Become an excellent journalist and learn how to tell stories that bring consumers closer to your products or services"*

Journalism studies are one of the most demanded in all universities, since this profession has a great influence on the population and has gained a great prominence since its beginnings. Journalism encompasses different branches: social, cultural, economic, sports, international, events, conflicts, etc. This makes it necessary for professionals in this sector to specialize in order to tell stories in the most appropriate way in each case.

Additionally, the transmission of information can be carried out through different media. Specifically, this program aims to specialize students in Advertising Theory. To do so, it is necessary to acquire a series of skills that allow you to put into practice all that has been learned.

The syllabus covers the fundamentals and history of advertising, its protagonists (advertisers, agencies and recipients), the process of advertising creation and the media through which it can be carried out. All this is complemented with a series of success stories that will make it easier to understand.

This program is the most complete and addressed so that the professionals in the field of Journalism and Communication reach a higher level of performance, based on the fundamentals and the latest trends in advertising. Take advantage of the opportunity and become a professional with solid foundations through this program and the latest educational technology 100% online.

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

- The development of case studies presented by experts in Advertising Theory
- The graphic, schematic, and practical contents with which they are created provide scientific and practical information on the disciplines that are essential for professional practice
- Practical exercises where self-assessment can be used to improve learning
- Special emphasis on innovative methodologies for teaching Advertising Theory
- Algorithm-based interactive learning system for decision-making in the situations that are presented to the student
- 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

*This program will allow you to improve your skills and become a successful Journalist"*

*Don't miss the opportunity to increase your skills in Advertising Theory.*

*Learn the latest trends in Advertising Theory and be the best in this field.*

"
*This Postgraduate Certificate is perfect for you to learn how to tell the story you want to tell and do it in a professional way"*

Its teaching staff includes professionals belonging to the world of journalism, who bring to this program the experience of their work, as well as recognized specialists from prestigious reference societies and universities.

The 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 program designed to learn in real situations.

This program is designed around Problem-Based Learning, whereby the professionals must try to solve the different professional practice situations that arise throughout the program. To do so, the professional will be assisted by an innovative interactive video system created by renowned and experienced experts in the field of theory of advertising.

## 02
# Objectives

This Postgraduate Certificate is oriented towards the Journalism professionals, so that they can acquire the necessary tools to develop in this specific field, knowing the latest trends and delving into those topics that make up the forefront of this area.

*The Postgraduate Certificate in Advertising Theory will allow you to specialize in this broad field of communication"*

## General Objective

- Understand the theories of advertising, marketing, public relations and corporate communication

*Enroll in the best Postgraduate Certificate in Advertising Theory of the current university scenario"*
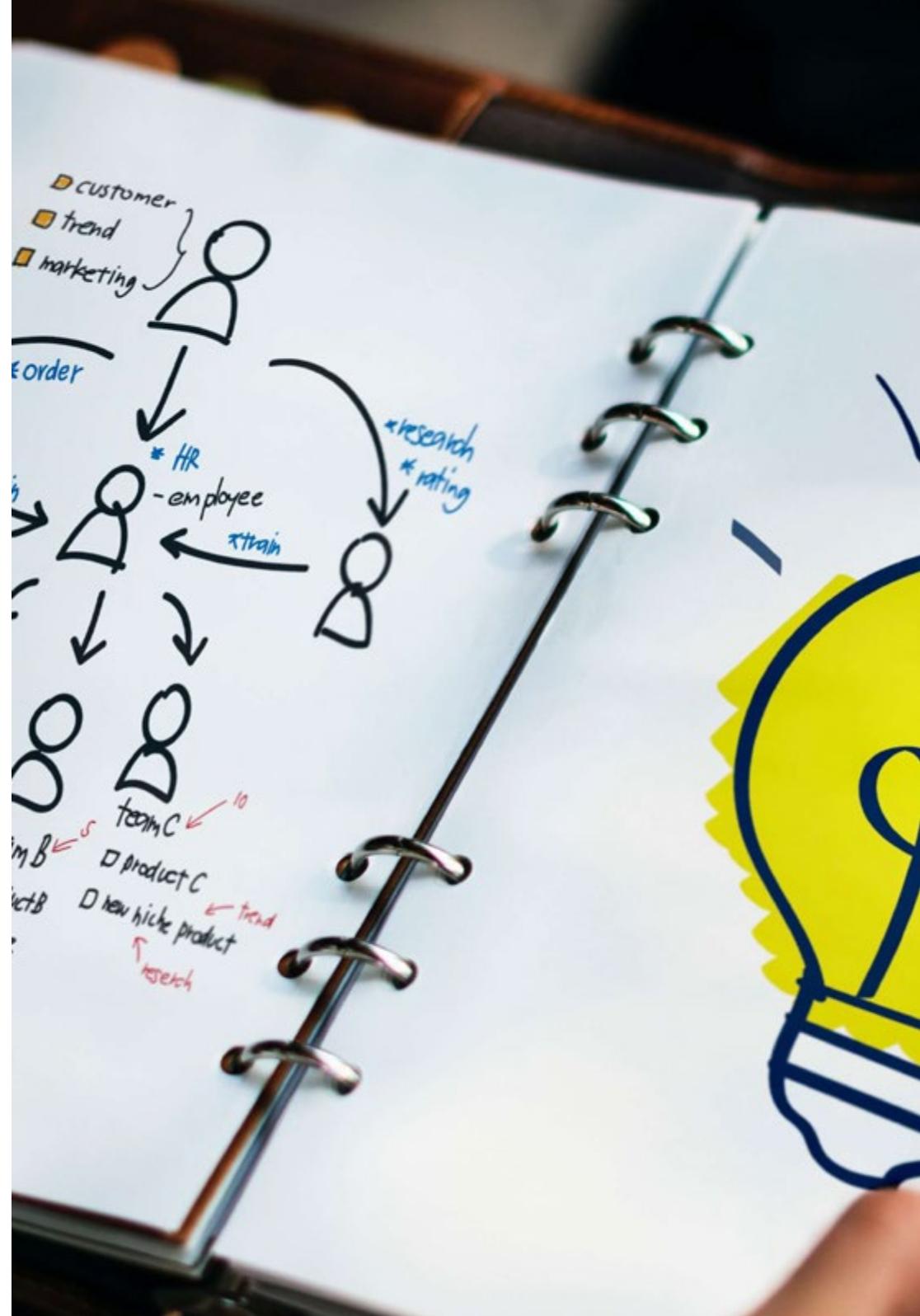
## Specific Objectives

- Know the origin, evolution and economic and social impact of advertising
- Know how to describe the structure of advertising agencies
- Know the basic notions about advertising and marketing
- Define each of the functions for the management of the information company, highlighting their main applications

## 03
# Structure and Content

The structure of the contents has been designed by a team of professionals in journalism, aware of the relevance of the current relevance of education in order to delve into the area of knowledge, to perform professional quality work through the new tools available.

*This Postgraduate Certificate from Advertising Theory contains the most complete and up-to-date program on the market"*

## Module 1. Advertising Theory

1.1.    Advertising Fundamentals
    1.1.1    Introduction
    1.1.2    **Basic Notions on Advertising and Marketing.**
        1.1.2.1    Marketing
        1.1.2.2. Advertising
    1.1.4    Advertising, Public Relations and Publicity
    1.1.5    Dimensions and Social Scope of Contemporary Advertising
    1.1.6    Successful Advertising: KFC

1.2.    History of Advertising
    1.2.1    Introduction
    1.2.2    Origin
    1.2.3    The Industrial Revolution and Advertising
    1.2.4    The Development of the Advertising Industry
    1.2.5    Advertising in the Internet World
    1.2.6    Successful Advertising: Coca-Cola Case Study

1.3.    Advertising and its Protagonists I: The Advertiser
    1.3.1    Introduction
    1.3.2    How the Advertising Industry Works
    1.3.3    Types of Advertisers
    1.3.4    Advertising in the Company's Organization Chart
    1.3.5    Successful Advertising: Facebook Case Study

1.4.    Advertising and its Protagonists II: Advertising Agencies
    1.4.1    Introduction
    1.4.2    The Advertising Agency: Advertising Communication Professionals
    1.4.3    The Organizational Structure of Advertising Agencies
    1.4.4    Types of Advertising Agencies
    1.4.5    Fee Management in Advertising Agencies
    1.4.6    Successful Advertising: Nike

1.5.    Advertising and its Protagonists III: The Advertising Receiver
    1.5.1    Introduction
    1.5.2    The Advertising Recipient and its Context
    1.5.3    The Advertising Recipient as a Consumer
    1.5.4    Needs and Desires in Advertising
    1.5.5    Advertising and Memory: on Advertising Effectiveness
    1.5.6    Successful Advertising: Ikea Case Study

1.6.    The Advertising Creation Process I: From Advertiser to Media
    1.6.1    Introduction
    1.6.2    Preliminary Aspects of the Advertising Creation Process
    1.6.3    The Advertising *Brief* or Communication *Brief*
    1.6.4    Creative Strategy
    1.6.5    Media Strategy
        1.6.5.1. Successful Advertising: Apple

1.7.    The Process of Advertising Creation II: Creativity and Advertising
    1.7.1    Introduction
    1.7.2    Fundamentals of Advertising Creative Work
    1.7.3    Advertising Creativity and its Communicative Statute
    1.7.4    Creative Work in Advertising
    1.7.5    Successful Advertising: Real Madrid Case Study

1.8.    The Process of Advertising Creation III: Ideation and Development of the Advertising Manifesto
    1.8.1    Introduction
    1.8.2    Creative Conception and Strategy
    1.8.3    The Creative Conception Process
    1.8.4    The Ten Basic Ways of Creativity According to Luis Bassat: Advertising Genres
    1.8.5    Advertising Formats
    1.8.6    Successful Advertising: McDonald's

*A unique, key, and decisive educational experience to boost your professional development”*

# 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 balance each of these elements concentrically. With this methodology, we have 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, markets and financial 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 adapted in 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.

**30%**

### 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.

**10%**

### Practicing 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.

**8%**

### 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.

**20%**

**25%**

**4%**

**3%**
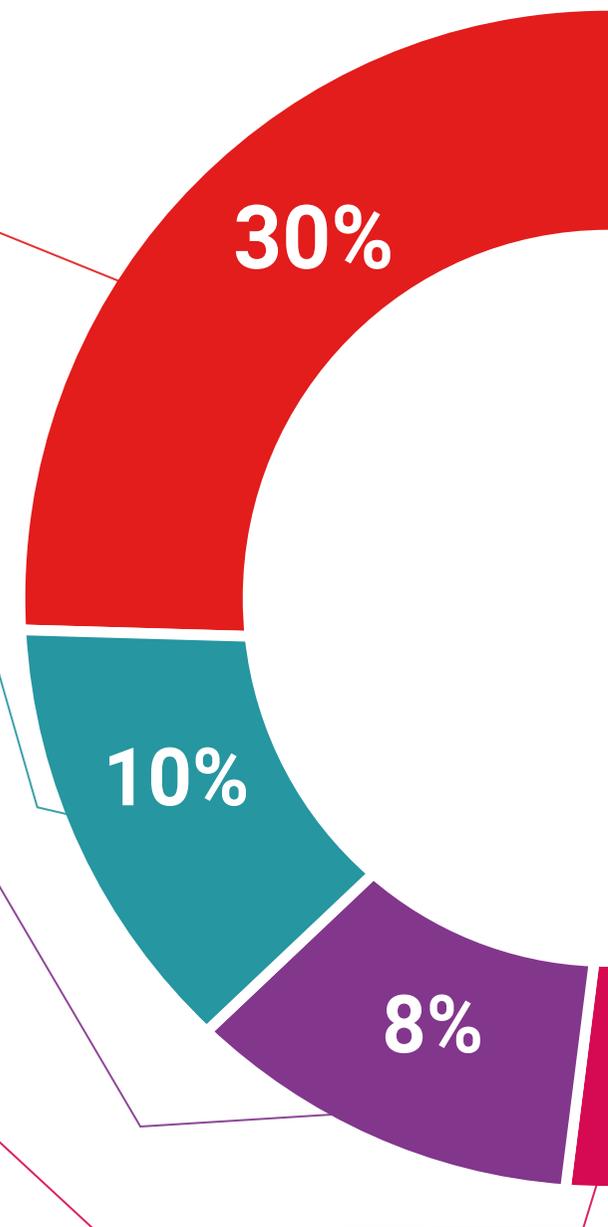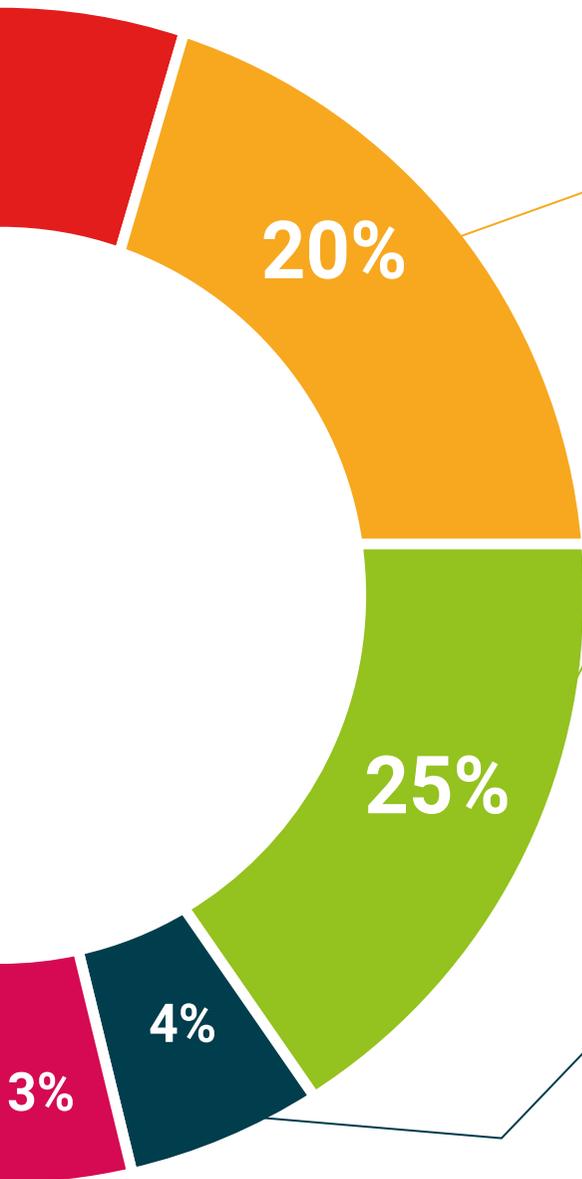
### Case Studies

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 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.

# Certificate

This Postgraduate Certificate in Advertising Theory guarantees students, in addition to the most rigorous and up-to-date education, the access to a Postgraduate Certificate issued by TECH Global University.

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

This program will allow you to obtain your **Postgraduate Certificate in Advertising Theory** endorsed by **TECH Global University**, the world's largest online university.

**TECH Global University** is an official European University publicly recognized by the Government of Andorra (*official bulletin*). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University** title is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Postgraduate Certificate in Advertising Theory**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**

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Mr./Ms. _____, with identification document _____ has successfully passed and obtained the title of:

**Postgraduate Certificate in Advertising Theory**

This is a program of 180 hours of duration equivalent to 6 ECTS, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH Global University is a university officially recognized by the Government of Andorra on the 31st of January of 2024, which belongs to the European Higher Education Area (EHEA).

In Andorra la Vella, on the 28th of February of 2024

Dr. Pedro Navarro Illana
Rector

Unique TECH Code: AFWORD23S    techtitute.com/certificates

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

# tech global university

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