

# Postgraduate Certificate

Competencies of an  
advertising creative



## Postgraduate Certificate

### Competencies of an advertising creative

- » 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/competencies-advertising-creative](http://www.techtitute.com/us/journalism-communication/postgraduate-certificate/competencies-advertising-creative)

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# 01

# Introduction

In today's advertising landscape, marked by a constantly evolving digital environment, creativity is an essential skill for success. With the proliferation of social networks, programmatic advertising and the rise of multimedia content, agencies and companies need highly innovative professionals capable of standing out in an information-saturated landscape. Thus, this program is the answer to the demands of today's market. Designed to bring the next generation of advertising creatives up to date, the program is presented in a 100% online format, offering a wide variety of multimedia content. As a result, graduates will be able to develop effective campaigns, generate innovative ideas and master the key digital tools to succeed in this field.



“

*You will develop initiatives that will improve your creative results thanks to a unique qualification taught 100% online. Enroll now”*

Today, advertising creativity is emerging as a core competency for success in advertising. This sector has undergone a radical metamorphosis in recent decades. Traditional TV and print advertising strategies have given way to online advertising and social media, where creativity plays a key role in standing out from the competition and connecting effectively with target audiences.

For this reason, the Diploma in Competencies of an Advertising Creative is proposed as a response to the growing demand for highly trained professionals. Thus, the student will enter a degree that will provide them with the necessary skills to generate innovative ideas and memorable campaigns that stand out from the competition.

This is a degree in which creatives will acquire the skills to attract and retain audiences through content and retain audiences through innovative and compelling content. In this way, students will delve into consumer psychology, developing effective campaigns, generating innovative ideas and mastering the key digital tools to succeed in this area.

In addition, this program is offered in a 100% online format, which provides access to a wide range of multimedia to a wide variety of multimedia content in different audiovisual media. In a field where continuous learning is essential, the Relearning methodology of this Diploma will help graduates to integrate the fundamental concepts in an optimal way to keep them at the forefront of the industry.

This **Postgraduate Certificate in Competencies of an advertising creative** contains the most complete and up-to-date program on the market. The most important features include:

- ♦ The development of case studies presented by experts in Competencies of an Creative Advertising
- ♦ 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



*Understand the meaning of success and discover how to achieve it through 150 hours of the most comprehensive multimedia learning materials in academia today"*

“

*Sign up and stay up to date with the latest advertising trends in a constantly evolving market"*

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.

*Enroll now in the world's top-rated university by its students on Trustpilot (4.9/5).*

*Join a the best digital university in the world according to Forbes!.*



# 02

# Objectives

The main mission of this Postgraduate Certificate is to enhance the skills of professionals to stand out in a constantly evolving advertising world.

Throughout the development of the curriculum, the graduate will cultivate creativity, stimulate a solid understanding of consumer psychology, acquire a mastery of essential digital tools, and explore the careers of leading advertising experts and companies in the field of marketing and advertising.







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*Become a versatile and highly competent advertising creative with this Diploma in just 6 weeks of fully online instruction”*



## General Objectives

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- ♦ Improve knowledge and professional skills to be able to carry out the integration and performance of work in a creative department of any type of agency or marketing department
- ♦ Assimilate the theoretical/practical knowledge that allows performing the creative functions from any perspective
- ♦ Train the professional, by means of the necessary skills, to improve problem solving and develop the essential professional competences
- ♦ Develop actions and initiatives to improve creative results, in collaboration with the other actors involved in their conception
- ♦ Understand the creative process through testing in its different forms and expressions
- ♦ Develop creative communication skills to improve the relationship between the brand and the consumer



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### Specific Objectives

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- Analyze the professional skills needed to succeed in the creative advertising field
- Learn how to creatively search for jobs, build a strong personal brand, and handle unemployment and industry changes
- Learn how to act on the job, both in times of success and failure, and how to integrate into the work environment
- Discover the careers of creative professionals and outstanding companies in the fields of marketing and advertising
- Help you understand what success means and how to achieve it
- Address what the life of a creative is like, both on and off the job
- Learn how to get the most out of the creative profession



*You will achieve your goals thanks to our tools, and you will be accompanied along the way by leading professionals"*

# 03

# Course Management

The teaching staff of this Certificate program is made up of professionals of recognized trajectory in the business and marketing fields. Thus, this faculty selected by TECH is made up of subject matter experts to guarantee students a first class education condensed into just 6 weeks of online teaching. In addition, they have prepared numerous didactic materials presented in different audiovisual supports. The student who enrolls in this program will have access to all this from the very first moment and with the option to download the contents and consult them whenever and wherever their wishes.



“

*Succeed with the best and acquire the knowledge and skills you need to stand out in the Creative Advertising sector"*

## 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*

## Professors

### Ms. Pino Tovar, Esther

- ♦ Director at Creative Director and Illustrator
- ♦ Co-founder of Creative Director & Illustrator
- ♦ Freelance writer at Naming
- ♦ Creative director at DoubleYou
- ♦ Degree in Advertising and Public Relations at the Barcelona University
- ♦ Diploma in Teaching from the Alcalá University



# 04

## Structure and Content

The Postgraduate Certificate in the Competencies of an Advertising Creative offers a comprehensive structure that covers key topics in the field of advertising. In this way, students will learn how to spot talent, understand how to maintain employment in the Advertising Creative sector and develop efficient strategies to build a brand. In addition, the program includes case studies of outstanding professionals and companies to provide a realistic view of the industry. With a 100% online methodology and access to a variety of multimedia content, students have the flexibility to learn at their own pace.







“

*Access all multimedia materials  
anytime, anywhere with any  
device that has internet access”*

## Module 1. Competencies of an advertising creative

- 1.1. Professions
  - 1.1.1. Professions related to marketing
  - 1.1.2. Professions related to advertising
  - 1.1.3. Examples:
- 1.2. How to spot talent
  - 1.2.1. Skills related to advertising creativity
  - 1.2.2. Activities related to advertising creativity
  - 1.2.3. Examples:
- 1.3. How to get a job in advertising creativity
  - 1.3.1. How to apply for a job in a creative way
  - 1.3.2. How to build a brand that will guarantee you job stability
  - 1.3.3. How to face a period of unemployment
  - 1.3.4. How to adapt to changes in the industry
- 1.4. How to act in the workplace
  - 1.4.1. When you are successful
  - 1.4.2. When you fail
  - 1.4.3. How to integrate
- 1.5. How to act when your brand loses credibility in the industry
  - 1.5.1. Repositioning the brand
  - 1.5.2. Reactivate the brand
  - 1.5.3. Examples:
- 1.6. Trajectories of creative references
  - 1.6.1. Marketing creatives
  - 1.6.2. Advertising creatives
  - 1.6.3. Examples:
- 1.7. Reference companies' trajectories
  - 1.7.1. Companies and marketing departments
  - 1.7.2. Advertising companies
  - 1.7.3. Examples:



- 1.8. How to succeed
  - 1.8.1. What is success
  - 1.8.2. Think well and you will be right
  - 1.8.3. Examples:
- 1.9. How is the life of the creative
  - 1.9.1. At Work
  - 1.9.2. Outside of work
  - 1.9.3. Conclusions
- 1.10. How to enjoy the creative profession
  - 1.10.1. Passion for creativity
  - 1.10.2. Managing stress and creative block
  - 1.10.3. Cultivating personal creativity

“

*Enroll in this Postgraduate Certificate and become the creative guru everyone is looking for”*

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.

“

*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 Competencies of an advertising creative guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Global University.



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*Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork”*

This program will allow you to obtain your **Postgraduate Certificate in Competencies of an advertising creative** 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 Competencies of an advertising creative**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**



future  
health confidence people  
education information tutors  
guarantee accreditation teaching  
institutions technology learning  
community commitment  
personalized service innovation  
knowledge present  
development languages  
virtual classroom

**tech** global  
university

## Postgraduate Certificate

Competencies of an  
advertising creative

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

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