

Postgraduate Certificate

Copywriting for Advertisements



Postgraduate Certificate

Copywriting for Advertisements

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

Website: www.techtitute.com/us/journalism-communication/postgraduate-certificate/copywriting-advertisements

Index

01

Introduction

p. 4

02

Objectives

p. 8

03

Structure and Content

p. 12

04

Methodology

p. 16

05

Certificate

p. 24

01

Introduction

Online advertising is on the rise and more and more companies are deciding to invest millions in launching campaigns on the leading social networks and digital communication channels that congregate their target audience. In this environment, the *copywriter* must move with ease, knowing the current trends, as well as persuasive writing techniques according to each space. Therefore, this TECH program, developed by a team of professionals with an extensive career in this sector, was created. It is a program that will lead students to achieve intensive learning about the creation of advertising campaigns and the characteristics of each channel. All this, in a 100% online pedagogical format and with the most avant-garde pedagogical material of the academic panorama.





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*Become an expert in
Copywriting for Ads with
TECH. Enroll now”*

The large number of users on social networks such as YouTube, Instagram, TikTok or search engines such as Google has led both their creators and companies to find in these spaces the ideal place to insert advertising. A trend that requires great skills in researching the target audience, developing the ads themselves and planning the most effective strategies.

A reality that leads *copywriters* to have to be aware of the latest trends in this field, as well as to maintain a continuous updating of their knowledge. For this reason, this Postgraduate Certificate in Copywriting for Advertisements is born with a theoretical-practical approach and of great direct application in the daily performance of any professional in this sector.

It is a syllabus, developed by an excellent faculty with a consolidated trajectory in this field. Therefore, thanks to this content, students will delve into the characteristics of the Ads in each channel, the study of the *target*, psychological techniques for writing or the creation of a social media plan. To do this, they will have access to video summaries, detailed videos, readings and success stories that can be accessed comfortably at any time of the day, from a digital device with an Internet connection.

Graduates thus have a unique opportunity to improve their skills in this field through a flexible and convenient program. And the fact is that, with no classroom attendance or fixed class schedules, students have greater freedom to manage their own time and combine their most demanding daily activities with a quality university proposal.

This **Postgraduate Certificate in Copywriting for Advertisements** contains the most complete and up-to-date program on the market. The most important features include:

- ♦ Case studies presented by experts in digital marketing and Copywriting Communications
- ♦ The graphic, schematic and practical contents of the program provide technical 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 for experts, discussion forums on controversial issues and individual reflection work
- ♦ Content that is accessible from any fixed or portable device with an Internet connection



This university program allows you to reconcile your personal activities with a cutting-edge education"

“

You can delve into the methodology of market research to be able to offer the client what they are looking for at any given moment”

The program’s teaching staff includes professionals from the industry who contribute their work experience to this program, as well as renowned specialists from leading societies and prestigious 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 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 situations of professional practice that arise throughout the academic course. For this purpose students will be assisted by an innovative interactive video system developed by renowned experts.

You will be able to prepare effective strategies for the implementation of advertising campaigns on social networks.

Thanks to this program you will be aware of the current trends in online advertising.



02

Objectives

The relevance of advertising in the world of Copywriting has made this Postgraduate Certificate focused on learning the formats, peculiarities, success stories and *copy*formulas in online ads. An advanced knowledge that will allow the graduate to progress significantly in their daily performance and thus achieve their highest professional aspirations in this field.



“

You have case studies that will show you the cases of successful advertisements and the techniques to avoid in their writing”



General Objectives

- ♦ Offer a wide and deep learning of the *copywriting* profession in its different facets
- ♦ Show the different areas in which *Copywriting* can be applied: web pages, advertisements, launches or content marketing
- ♦ Offer a deep study system for the creation of branding of a brand with the Verbal Identity Manual
- ♦ Offer a complete study about psychology, neuromarketing and *neurocopywriting*
- ♦ Acquire in-depth knowledge about the relationship between language and persuasion, emotion and profit
- ♦ Instruct *Copywriting* experts to be able to make a content plan and write for any of today's major social networks
- ♦ Train experts in customer service management, internal communication and B2B and B2C customer acquisition strategies
- ♦ Offer the tools to know how to run a sales funnel from start to finish
- ♦ Provide the tools to know how to develop a digital marketing campaign
- ♦ Instruct persuasive writing for blog articles, video scripts, podcast scripts, etc.
- ♦ Instruct *copywriters* to be able to write ads for major social networks
- ♦ Train to work as a freelance *copywriter* from minute one, or to be able to work for third parties





Specific Objectives

- Reflect on the changes between classic and new advertising
- Know what the figure of the *copywriter* has to do with advertising
- Know what is the social media plan
- Know the step-by-step before writing for ads
- Learn how to create ad texts for Youtube Ads, Facebook Ads, TikTok ads, Twitter Ads, Instagram Ads, LinkedIn Ads, Amazon Ads, Google Ads and advertising in *stories*



Enroll now in a program that will enhance your skills in persuasive copywriting for advertisements on the main social networks"

03

Structure and Content

The syllabus of this university proposal has been designed to offer the graduate the most advanced knowledge in *Copywriting* techniques oriented to the creation of ads in different social networks, search engines and ecommerce.

For this purpose, TECH offers the most advanced pedagogical tools, using the latest technology applied to academic teaching at the highest level. Moreover, the teaching material is accessible 24 hours a day, 7 days a week.





“

*Thanks to the Relearning method
you will achieve a simple, fast and
effective learning in Copywriting in
only 6 weeks"*

Module 1. Copywriting for Advertisements

- 1.1. Classic and New Advertising
 - 1.1.1. A Brief History of Advertising
 - 1.1.2. The New Advertising
 - 1.1.3. The Technologies of the Moment and the Opportunity for Advertising
 - 1.1.4. Current Trends in Online Advertising
- 1.2. The *Copywriter* in Advertising and the Social Media Plan
 - 1.2.1. The Functions of a *Copywriter* in an Agency
 - 1.2.2. Types of *Copywriters*
 - 1.2.3. Social Media Strategies
 - 1.2.4. Great Examples of Social Media Campaigns
- 1.3. The Research Phase before Writing
 - 1.3.1. The Ideal Customer or *Buyer Persona*
 - 1.3.2. Why They Buy
 - 1.3.3. Research the Competition
 - 1.3.4. How to Offer What the Customer is Looking for
- 1.4. Psychological Techniques for Writing
 - 1.4.1. How to Launch the Message
 - 1.4.2. How to Communicate the Price
 - 1.4.3. Using R. Cialdini's Principles of Persuasion
 - 1.4.4. Other Techniques that Work in Advertising
 - 1.4.5. Various Tips for Writing Advertisements
- 1.5. Youtube Ads
 - 1.5.1. Why Advertise on Youtube
 - 1.5.2. Characteristics of Advertising on Youtube
 - 1.5.3. Formats and Types of Ads
 - 1.5.4. Script for Creating Ads on Youtube
- 1.6. Instagram Ads and Tik Tok Ads
 - 1.6.1. Generating Conversion with the *Copy* in Instagram Ads
 - 1.6.2. Real Examples of Instagram Campaigns
 - 1.6.3. Generating Conversion with the *Copy* in Tik Tok Ads
 - 1.6.4. Real Examples of Tik Tok Campaigns





- 1.7. LinkedIn Ads and Twitter Ads
 - 1.7.1. Get More Effective Ads on LinkedIn Ads
 - 1.7.2. Examples to Learn from
 - 1.7.3. Get More Effective Ads on Twitter Ads
 - 1.7.4. Examples to Learn from
- 1.8. Facebook Ads
 - 1.8.1. How to Create a Facebook Ad
 - 1.8.2. Tips for the Particularities of this Social Network
 - 1.8.3. How the *Copy* Helps in Facebook. Ads
 - 1.8.4. Real Examples of Campaigns
- 1.9. Google Ads and Advertising in *Stories*
 - 1.9.1. Considerations for Creating Google Ads
 - 1.9.2. Examples of Ads with *Copy* that Sells on Google
 - 1.9.3. Considerations for Creating Ads in *Stories*
 - 1.9.4. Examples of *Stories* with *Copy* that Sells
- 1.10. Amazon Ads
 - 1.10.1. Why Advertise on Amazon
 - 1.10.2. Types of Ads on Amazon
 - 1.10.3. How to Optimize Amazon Ads with *Copy*
 - 1.10.4. Real Examples of Amazon Ads



*Achieve maximum optimization
in copywriting for Amazon ads"*

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.



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

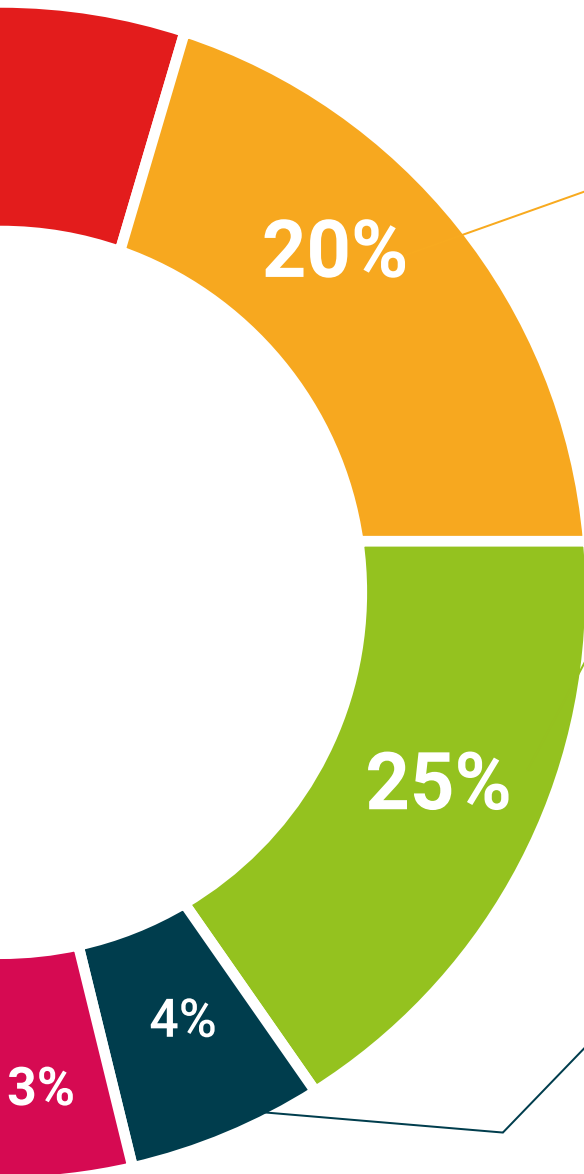
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



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 Copywriting for Advertisements 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 a **Postgraduate Certificate in Copywriting** for Advertisements 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 Copywriting for Advertisements**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**





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- » Modality: online
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Postgraduate Certificate

Copywriting for Advertisements

