Postgraduate Certificate
Creativity in Communication

tech global university

Postgraduate Certificate
Creativity in Communication

» 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/creativity-communication**

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01 Introduction

Creativity is a skill that has always been perceived as innate or, perhaps, the product of a special gift that was given to a few privileged minds. On the contrary, the process of original creation can be achieved by means of different tools. This intensive TECH program offers students a detailed overview of creative thinking and its application to the field of communication so that professionals are able to develop their most creative side. In this way, the students will be able to understand and assimilate the creative process in any vital circumstance a corporate image, paying special attention to persuasive communication.

"

Develop your most creative side and learn how to create innovative messages that favor communication and relationships between the company and its clients"

There are no recipes to constantly create new ideas, but you can work with an awakened mind, attentive to novelty, prone to unknown and surprising connections. In short, a mind that is capable of fostering its most creative side to put it into practice in everyday activities. For this reason, TECH has designed this program, whose objective is to offer theories and techniques to overcome prejudices, develop the imagination and awaken an attitude in accordance with to generate original ideas in any communicative sphere.

To do this, the students must adopt a shrewd attitude to learn from the theories presented and to put them into practice astutely. Creativity is not possible if there is no previous collection of attentive readings of any text or story from the world of communication (books, cinema, television, advertising). It must not be forgotten that creativity always supposes an original solution (not very foreseeable) to a (communicative) problem.

This program is a complete and concrete review that will to enable students to perform any of these tasks in the field of communication with solvency and confidence. Thus, with this program, TECH offers a real work scenario to be able to evaluate the convenience of its application in the project, assessing its real indications, its way of development and the expectations that can be had with respect to the results.

A program of great educational value that will mark a before and after in the knowledge of the students, by offering them the keys that they will be able to apply during their communicative and advertising creation process.

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

Thanks to this Postgraduate Certificate, you will achieve that superior qualification that will allow you to successfully use creativity in the communicative processes"

"TECH Global University puts at your disposal a multitude of practical cases that will be a fundamental support to strengthen the theoretical concepts in an agile way"

Become a high-level professional in the field of advertising communication and offer all your value to your company.

The didactic methodology of this Postgraduate Certificate will allow you to study in a more efficient way, achieving a first level learning.
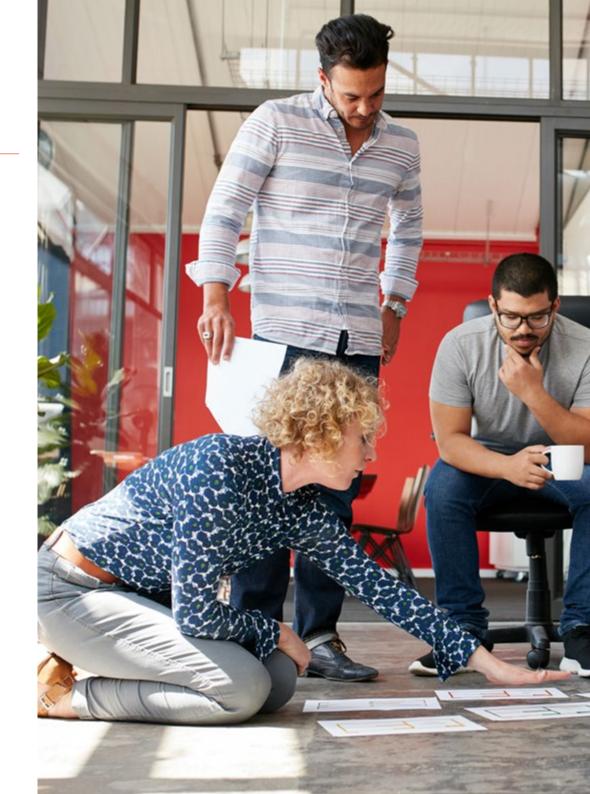
The teaching staff of this program is made up of professionals from different fields related to this specialty. As such, TECH can fulfill its academic updating objective. A multidisciplinary team of experienced professionals in different fields who, will develop theoretical knowledge efficiently, but above all, will put their practical knowledge derived from their own experience at the students' service.

This mastery of the subject matter is complemented by the effectiveness of the methodological design. Developed by a multidisciplinary team of E-Learning experts, it , integrates the latest advances in educational technology. As a result, the students will be able to study with a range of comfortable and versatile multimedia tools that will give them the operational capacity they need in their study process.

The design of this program is centered on Problem-Based Learning. An approach that conceives learning as a highly practical process.
To achieve this remotely, telepractice is used. Therefore, with the help of an innovative interactive video system, and Learning from an Expert, the students will be able to acquire the knowledge as if they were facing real cases. A concept that will allow students to integrate and memorize what they have learnt in a more realistic and permanent way.

02
Objectives

One of the main objectives of this TECH university program is to offer the best content of the current scenario to Journalism professionals who wish to direct their career path towards the field of advertising, in which it is necessary to apply a more creative writing, which manages to persuade potential customers to encourage them to purchase. To this end, they will be given the guidelines to promote their creativity in the messages they transmit in the different advertising media.

If your goal is to improve your communication campaigns, do not miss the opportunity to develop your most creative side with this Postgraduate Certificate"

General Objective

• Acquire the necessary knowledge in the field of creativity to carry out an adequate advertising communication using the most advanced tools
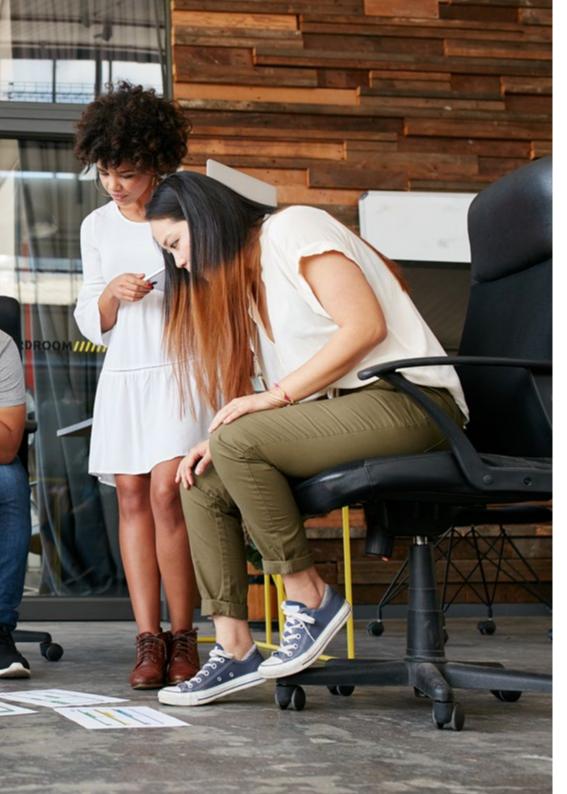
A unique opportunity to open new career paths and become more competitive in the labor market"

Specific Objectives

- Understand the structure and transformation of today's society in relation to the elements, forms and processes of advertising and public relations communication
- Encourage creativity and persuasion through different supports and different means of communication
- Know the features, forms and processes of advertising languages and other forms of persuasive communication
- Know the relevant and appropriate tools for the study of advertising and public relations
- Knowledge of the fields of advertising and public relations and their processes and organizational structures
- Identify the roles of advertising and public relations professionals, as well as the main skills required in the performance of their professional practice
- Identify the fundamental principles of human creativity and its application in the different forms of persuasive communication
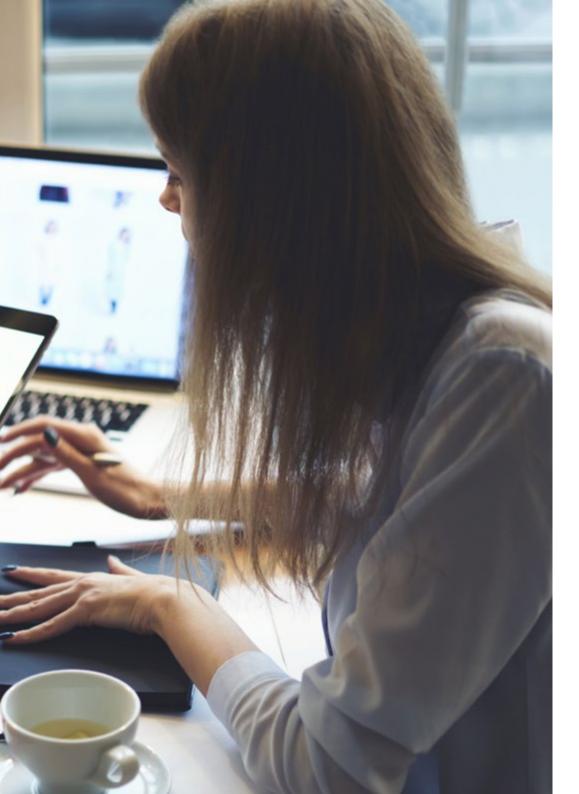
03
Structure and Content

The teachers of this Postgraduate Certificate in Creativity in Communication from TECH have selected the latest information on this subject to offer students the possibility of an immersive study in an area of great demand in their field of action. In this way, the program includes relevant aspects so that students understand how the creative process is carried out and are able to put it into practice effectively.

The best program in the current university scenario to develop your most creative side in the field of communication"

Module 1. Creativity in Communication

1.1. To Create is to Think
    1.1.1. The Art of Thinking
    1.1.2. Creative Thinking and Creativity
    1.1.3. Thought and Brain
    1.1.4. The Lines of Research on Creativity: Systematization
1.2. Nature of the Creative Process
    1.2.1. Nature of Creativity
    1.2.2. The Notion of Creativity: Creation and Creativity
    1.2.3. The Creation of Ideas for Persuasive Communication
    1.2.4. Nature of the Creative Process in Advertising
1.3. The Invention
    1.3.1. Evolution and Historical Analysis of the Creation Process
    1.3.2. Nature of the Classical Canon of the Invention
    1.3.3. The Classical View of Inspiration in the Origin of Ideas
    1.3.4. Invention, Inspiration, Persuasion
1.4. Rhetoric and Persuasive Communication
    1.4.1. Rhetoric and Advertising
    1.4.2. The Rhetorical Parts of Persuasive Communication
    1.4.3. Rhetorical Figures
    1.4.4. Rhetorical Laws and Functions of Advertising Language
1.5. Creative Behavior and Personality
    1.5.1. Creativity as a Personal Characteristic, as a Product and as a Process
    1.5.2. Creative Behavior and Motivation
    1.5.3. Perception and Creative Thinking
    1.5.4. Elements of Creativity
1.6. Creative Skills and Abilities
    1.6.1. Thinking Systems and Models of Creative Intelligence
    1.6.2. Three-Dimensional Model of the Structure of the Intellect According to Guilford
    1.6.3. Interaction Between Factors and Intellectual Capabilities
    1.6.4. Creative Skills
    1.6.5. Creative Capabilities

Take the opportunity to learn about the latest advances in this field in order to apply it to your daily practice"

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 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.
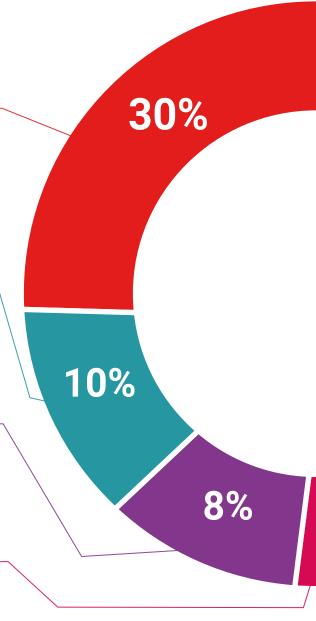
Practising Skills and Abilities

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.

30%

10%

8%

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.
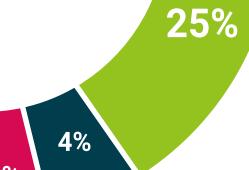
This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".

Testing & Retesting

We periodically 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.

Certificate

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

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 Creativity in Communication** 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 Creativity in Communication**

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 Creativity in Communication

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

*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.

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