

Postgraduate Certificate

Digital creativity



Postgraduate Certificate Digital Creativity

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Technological University
- » Dedication: 16h/week
- » Schedule: at your own pace
- » Exams: online

Website: www.techtute.com/in/journalism-communication/postgraduate-certificate/digital-creativity

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01

Introduction

In the current scenario of digital communication, creativity has become essential to ensure the effectiveness of the messages launched by the advertising industry. Therefore, professionals seeking to effectively impact the audience must be increasingly trained. In response to this need, TECH launches this program for advertisers and communicators seeking to stand out in this competitive environment. With an emphasis on the latest trends and technologies, the curriculum covers how the digital revolution has transformed the creation of content and promotional strategies. In addition, its 100% online methodology offers flexibility and access to a wide variety of multimedia content, supported by the Relearning method for a deep assimilation of key concepts.



Anal

Analytics

“

Achieve professional success and become an expert in the creation of effective digital advertising campaigns thanks to TECH”

Digital Creativity is the driving force behind success in advertising and communication. The evolution of new technologies has conditioned significant changes in the media causing, in turn, new trends. These include the proliferation of platforms such as social networks that extend the reach of commercial messages to everlasting levels. This has also conditioned the diversification of advertising formats, rendering the industry's conventional channels almost obsolete. In this context, the personalization of content through tools such as data analysis, Artificial Intelligence and new work formats represent a real challenge for professionals in the sector.

For this reason, TECH offers a program where students will delve into all the advances in this field. Throughout 6 weeks, graduates have at their disposal the use of techniques such as imagination catalysts and other virtual tools that allow them to generate impactful and relevant content.

Similarly, the syllabus reflects the complexity of search engine optimization (SEO), providing students with the necessary skills to increase online visibility and improve the positioning of digital content. In addition, it delves into Influencer Marketing targeting strategies, understanding how collaborating with content creators can boost a brand's visibility in a saturated digital landscape.

As for the methodology, it stands out for being 100% online, providing the necessary flexibility to adapt to the agendas of working professionals. Moreover, it relies on Relearning methodology, designed to reinforce knowledge retention through repetition of key concepts. This practical and repetitive approach ensures not only the assimilation but also the effective application of the knowledge acquired, preparing professionals to face the challenges encountered in this sector. This is a unique opportunity for those who seek not only to understand, but also to excel in this promising universe.

This **Postgraduate Certificate in Digital Creativity** 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 Creative Digital
- ♦ The graphic, schematic and practical contents with which it is designed provide advanced 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



Specialize in the use of augmented reality in advertising and relaunch your professional career"

“

With TECH you will master the new sector of affiliate marketing and its interaction with search engines. and its interaction with search engines”

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.

Get updated in Digital Creativity with the best digital university in the world according to Forbes.

Enroll in this Diploma and you will delve into gamification strategies to improve digital interaction with your audience.



02

Objectives

The Postgraduate Certificate in Digital Creativity has as its primary objective to delve into the revolution that digital technologies have brought about in the creation of online content and promotional strategies. Aimed at those seeking to understand and master this fascinating paradigm shift, the program will provide the essential tools to excel in the ever-evolving competitive environment. Students will delve into how technological innovations have transformed this field with a 100% online curriculum that makes learning flexible.

Through Rate
Clicks, CTR, and Impressions

CTR

0.0%

“

TECH helps you achieve your goals. Specialize in Digital Creativity and you will become one of the most sought-after professionals”



General Objectives

- ♦ Develop actions and initiatives to improve creative results, in collaboration with the other actors involved in their conception
- ♦ Use creativity support tools
- ♦ Understand the creative process through testing in its different forms and expressions
- ♦ Knowing the strategies of access to the labor market
- ♦ Develop creative communication skills to improve the relationship between the brand and the consumer
- ♦ Analyze and know different structures of creative departments
- ♦ Show and assess the new trends that professionals in this sector will encounter now and in the future
- ♦ Train the professional, by means of the necessary skills, to improve problem solving and develop the essential professional competences





Specific Objectives

- ♦ Explore how digital technologies have revolutionized content creation and promotional strategies in the online environment
- ♦ Differentiate between digital marketing and advertising
- ♦ Examine a variety of online advertising formats, ranging from banner ads to augmented reality ads
- ♦ Delve into digital marketing creativity, where key strategies are analyzed
- ♦ Study SEO as an essential tool for improving online visibility
- ♦ Advance in the use of email as a tool for promotion, loyalty building and campaign automation in email marketing
- ♦ Dive into the field of social networks and strategies to take advantage of their potential
- ♦ Analyze the collaboration with influencers and the strengthening of brand identity



TECH helps you achieve your goals. Specialize in Digital Creativity and you will become one of the most sought-after professionals"

03

Course Management

Led by experts in Digital Creativity with more than 15 years of experience, this program is the key to excellence in this competitive sector. Developed by these experts, the curriculum ensures a cutting-edge approach. Students will delve into effective strategies and innovative techniques, acquiring the skills necessary to excel in the dynamic universe. This high quality training promises to catapult graduates to success following the Relearning methodology that strengthens knowledge and facilitates effective learning.





“

Greats of Digital Creativity will show you the way to professional success in this Postgraduate Certificate"

Management



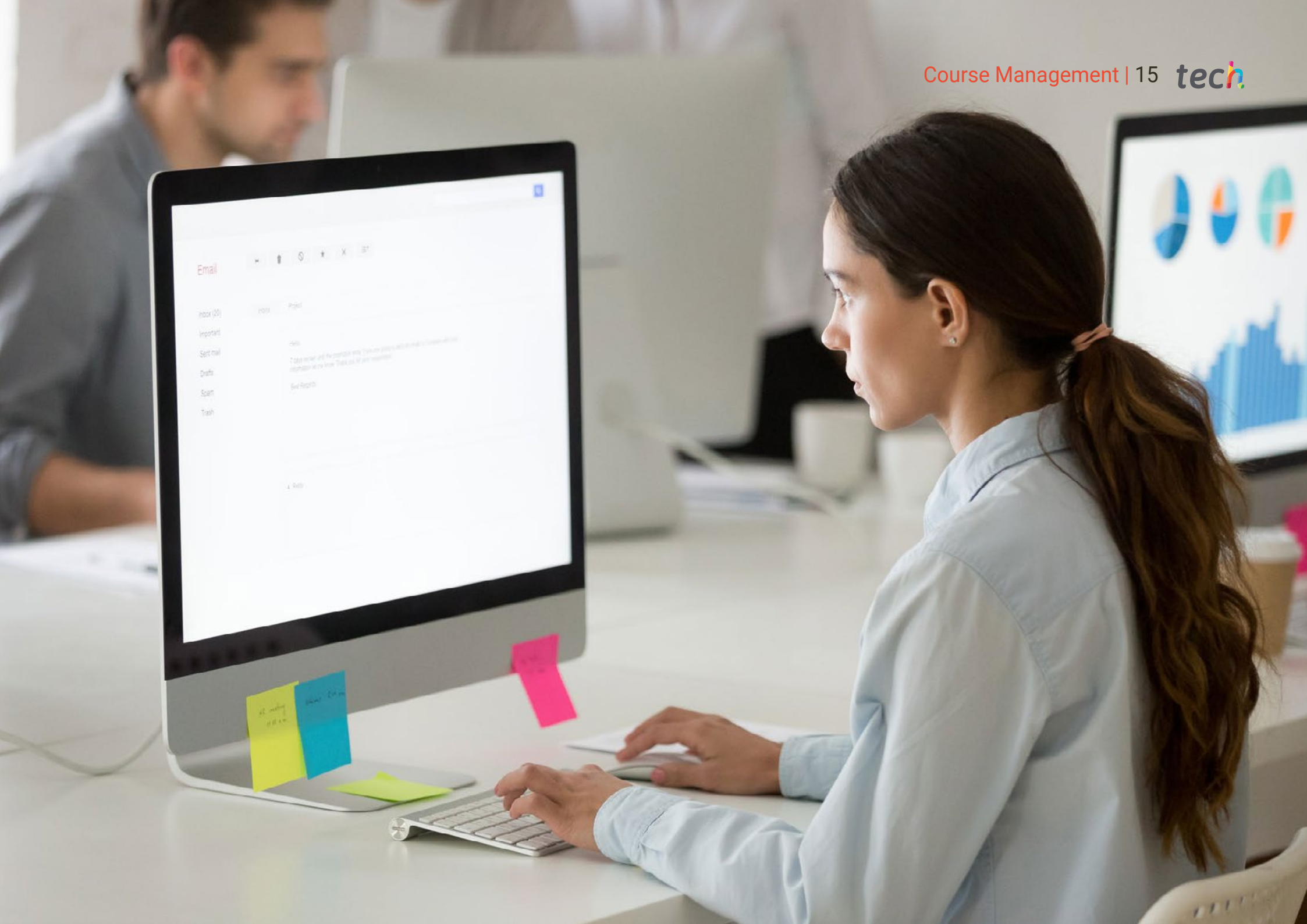
Mr. Labarta Vélez, Fernando

- ♦ 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

Mr. Caravaca, Pablo

- ♦ Art Director at Z1
- ♦ Stage Manager at Monkey Week SON Estrella Galicia
- ♦ Senior Art Director at Ruiz Nicoli Líneas
- ♦ Stage Manager at Festival Meridiano Cero
- ♦ Senior Art Director at Arena Media Communications
- ♦ Lecturer in Graphic Design Assistant Technician courses in the Community of Madrid
- ♦ Degree in Communication Sciences
- ♦ Specialization in Advertising and Public Relations
- ♦ Official Adobe Professional Web Design Course, with specialization in Web Design in Web Design

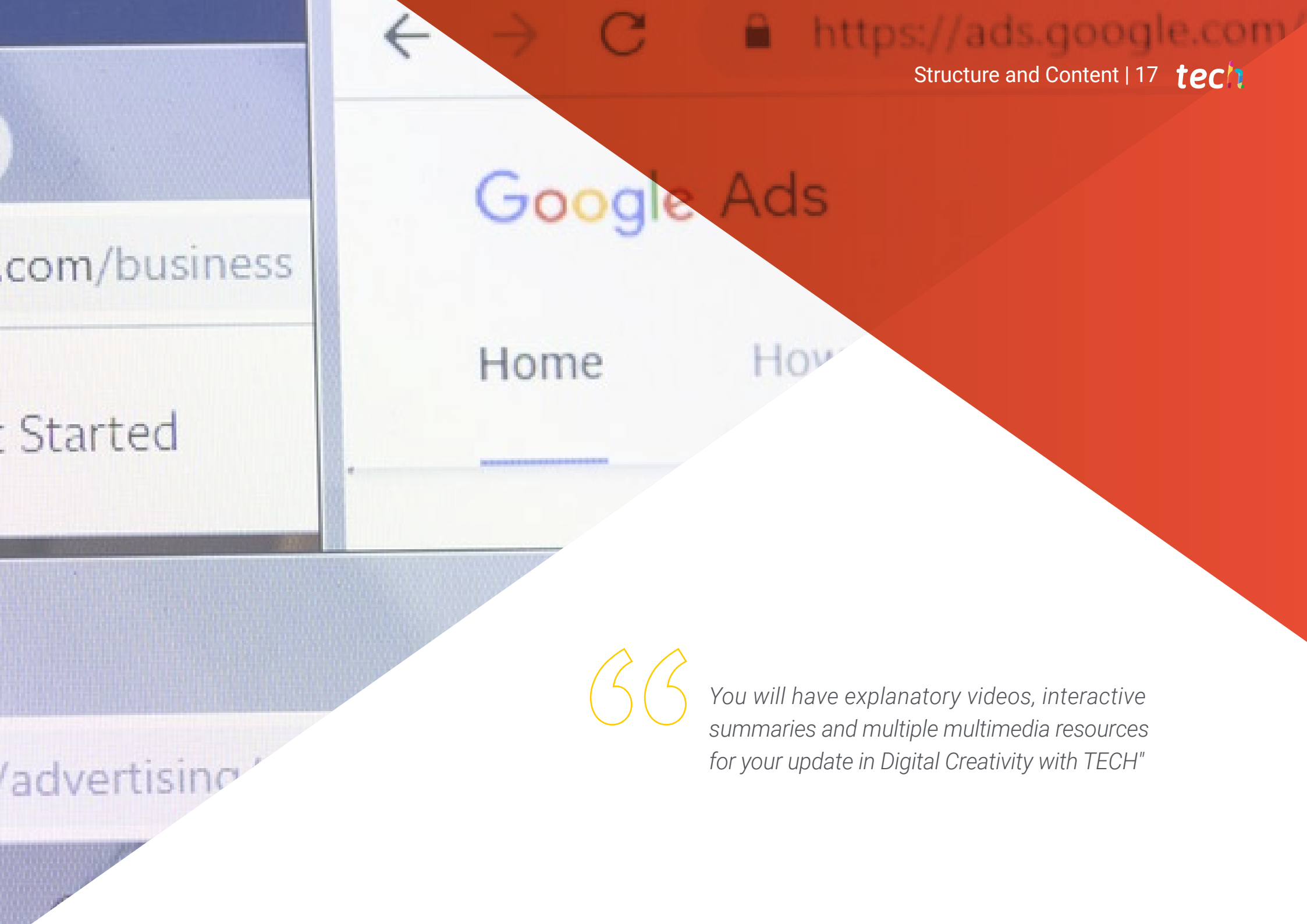


04

Structure and Content

The syllabus delves into the different aspects of Digital Creativity, as well as its relationship with marketing. Throughout the 150 hours of training, the graduate will specialize in the use of different technologies and online and offline techniques to boost imagination. This program provides students with essential tools to excel in this sector. Preparing them to master innovative techniques, this Diploma focuses on the creation of persuasive and effective content in the digital realm, laying the groundwork for success in this competitive area.



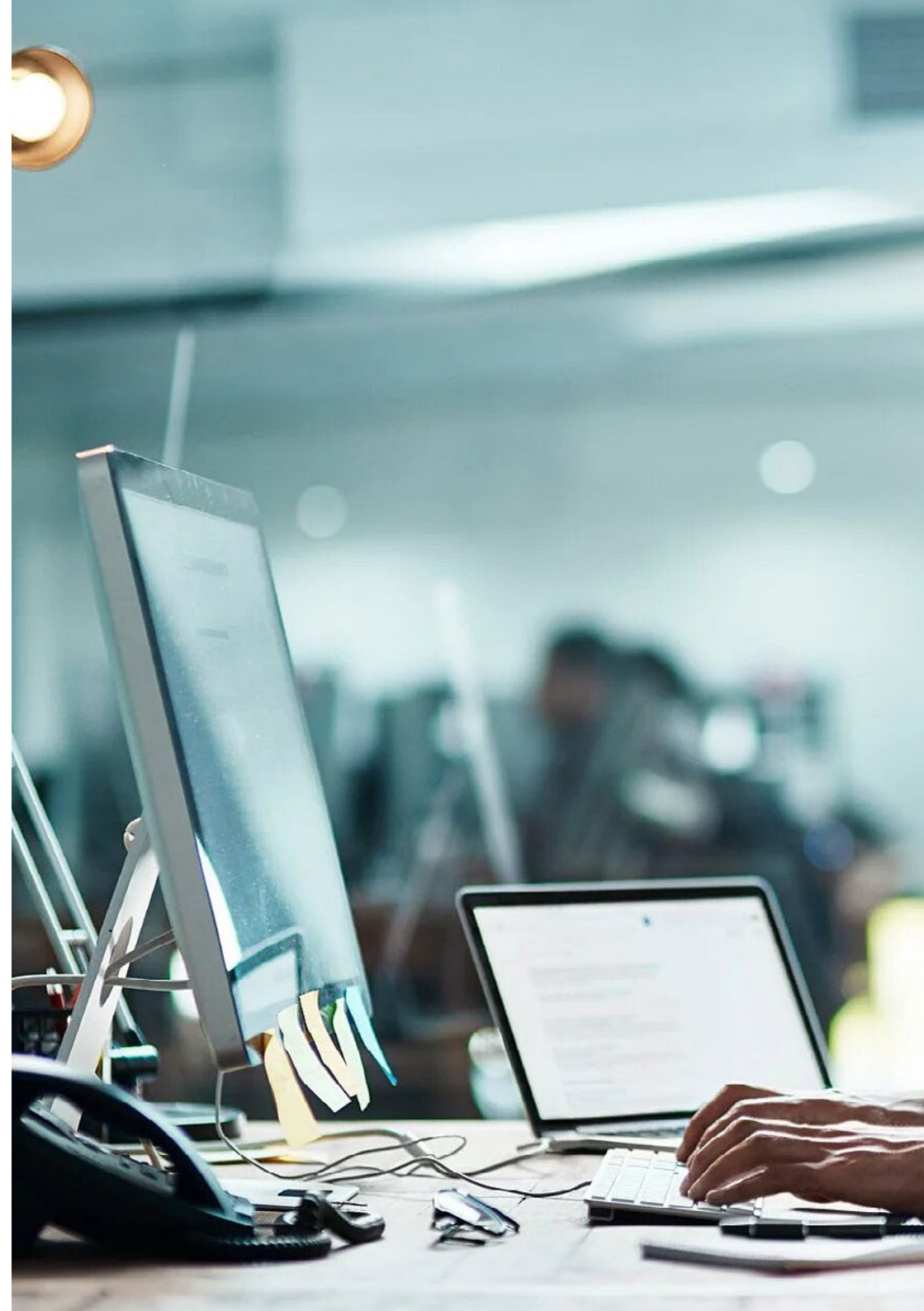


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You will have explanatory videos, interactive summaries and multiple multimedia resources for your update in Digital Creativity with TECH”

Module 1. Digital creativity

- 1.1. What is digital creativity?
 - 1.1.1. Digital technologies to create
 - 1.1.2. Digital techniques to boost creativity
 - 1.1.3. Conclusions
- 1.2. Differences between digital advertising and digital marketing
 - 1.2.1. Description of digital marketing
 - 1.2.2. Description of digital advertising
 - 1.2.3. Conclusions
- 1.3. Creativity in digital advertising
 - 1.3.1. Banners
 - 1.3.2. Search Ads
 - 1.3.3. Video ads
 - 1.3.4. Native ads
 - 1.3.5. Social media ads
 - 1.3.6. Display advertising
 - 1.3.7. Augmented reality ads
 - 1.3.8. Email advertisements
- 1.4. Creativity in digital marketing
 - 1.4.1. Content generation
 - 1.4.2. Relevance and value
 - 1.4.3. Diversity of formats
 - 1.4.4. Positioning as an expert
 - 1.4.5. Frequency and consistency
 - 1.4.6. Measuring results
- 1.5. SEO (*Search Engine Optimization*)
 - 1.5.1. Search Engine Optimization
 - 1.5.2. SEO Metrics
 - 1.5.3. Conclusions
- 1.6. E-mail Marketing
 - 1.6.1. Promotion of products and services
 - 1.6.2. News and relevant information
 - 1.6.3. Follow-up and loyalty
 - 1.6.4. Automation



- 1.7. Social media marketing
 - 1.7.1. Increased reach and visibility
 - 1.7.2. Fostering a community
 - 1.7.3. Creating inspirational content
 - 1.7.4. Generating leads and conversions
 - 1.7.5. Collaborations with influencers
 - 1.7.6. Feedback and improvement
 - 1.7.7. Branding and authority
- 1.8. Affiliate marketing
 - 1.8.1. Targeting strategies
 - 1.8.2. Search Tools
 - 1.8.3. How to apply creativity
 - 1.8.4. Examples:
- 1.9. Influencer Marketing
 - 1.9.1. Targeting strategies
 - 1.9.2. Search Tools
 - 1.9.3. How to apply creativity
 - 1.9.4. Examples:
- 1.10. Social media plan
 - 1.10.1. Structure and basic content
 - 1.10.2. Creative examples
 - 1.10.3. Conclusions



The teaching materials of this program, elaborated by these specialists, have contents that are completely applicable to your professional experiences”



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.



“

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.



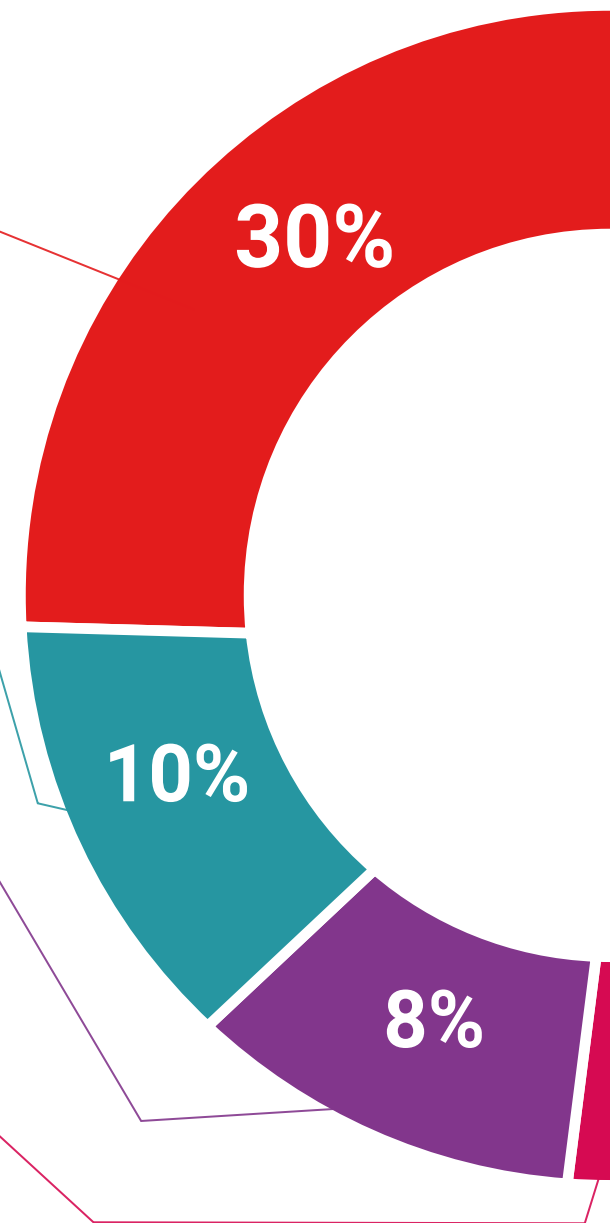
Practising Skills and Abilities

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 Digital Creativity 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 university qualification without having to travel or fill out laborious paperwork”

This **Postgraduate Certificate in Digital Creativity** 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.

Program: **Postgraduate Certificate in Digital Creativity**

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 quality
online training
development languages
virtual classroom



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