

# Postgraduate Certificate

## History of Advertising and Public Relations





## Postgraduate Certificate

### History of Advertising and Public Relations

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

Website: [www.techtute.com/pk/journalism-communication/postgraduate-certificate-history-advertising-public-relations](http://www.techtute.com/pk/journalism-communication/postgraduate-certificate-history-advertising-public-relations)

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# 01

# Introduction

To become a specialist in a given area, it is essential to understand its origins and how it has evolved throughout history, taking into account the social changes that have occurred. In the field of advertising and public relations, the process is similar, since only an advanced knowledge in this field will allow professionals to understand why certain changes have occurred and to look for possible inspirations in the past. This TECH program, aimed at journalists and communicators, has been developed with the educational needs of these professionals in mind and contains the most complete and up-to-date information available in the market in this field.







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*The completion of this Postgraduate Certificate will give you the necessary preparation to become an expert in advertising and public relations, being able to develop successfully in this field of work”*

This Postgraduate Certificate in History of Advertising and Public Relations offers the student an educational journey through the evolution of the fascinating world of persuasive communication, staged through the areas of advertising and public relations. Thus, using the synthesis capacity of advertising, this program offers a decentralized perspective of the evolution of persuasive communication, with special emphasis on national and international advertising communication. The historical study of persuasive communication may well be a determining factor with regards to understanding all of the current processes typical of advertising and public relations.

The essence of Public Relations consists of knowing, managing and investigating the different audiences that an organization has, which is why it is fundamental within organizations, as it contributes to the strategic management of communication within them. At this point, the role of journalism professionals is essential, since they are people who rigorously handle the language, so they are better prepared to adapt their messages to the needs of the market.

This program is a complete and concrete review that will enable the professionals to perform any of these tasks in the field of communications with solvency and confidence. Throughout this program, a real working scenario TECH offered in order to be able to assess the convenience of its application in the project, evaluating its real indications, its way of development and the expectations we may have regarding 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 History of Advertising and Public Relations** 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



*Study with the most innovative didactic methodology in the current educational scenario"*

“

*Thanks to the preparation offered by this Postgraduate Certificate, you will be able to work in the field of advertising and public relations with the solvency of a high-level professional”*

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 includes the latest advances in educational technology. As a result, 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 focuses 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.

*Join the professional elite of advertising and public relations by expanding your knowledge in this field.*

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



**Digital  
Advertising**



# 02

# Objectives

TECH's main objective is to prepare highly qualified professionals for work experience. An objective that is achieved by offering top-level programs such as this one, which focuses on the history of advertising and public relations. A goal that students will be able to achieve in a short time, having all the necessary information to know how advertising and public relations have evolved throughout history, being better prepared for their daily practice in this field.







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*If your goal is to reorient your path to success, this is the Postgraduate Certificate for you. A program that aspires to educational excellence”*



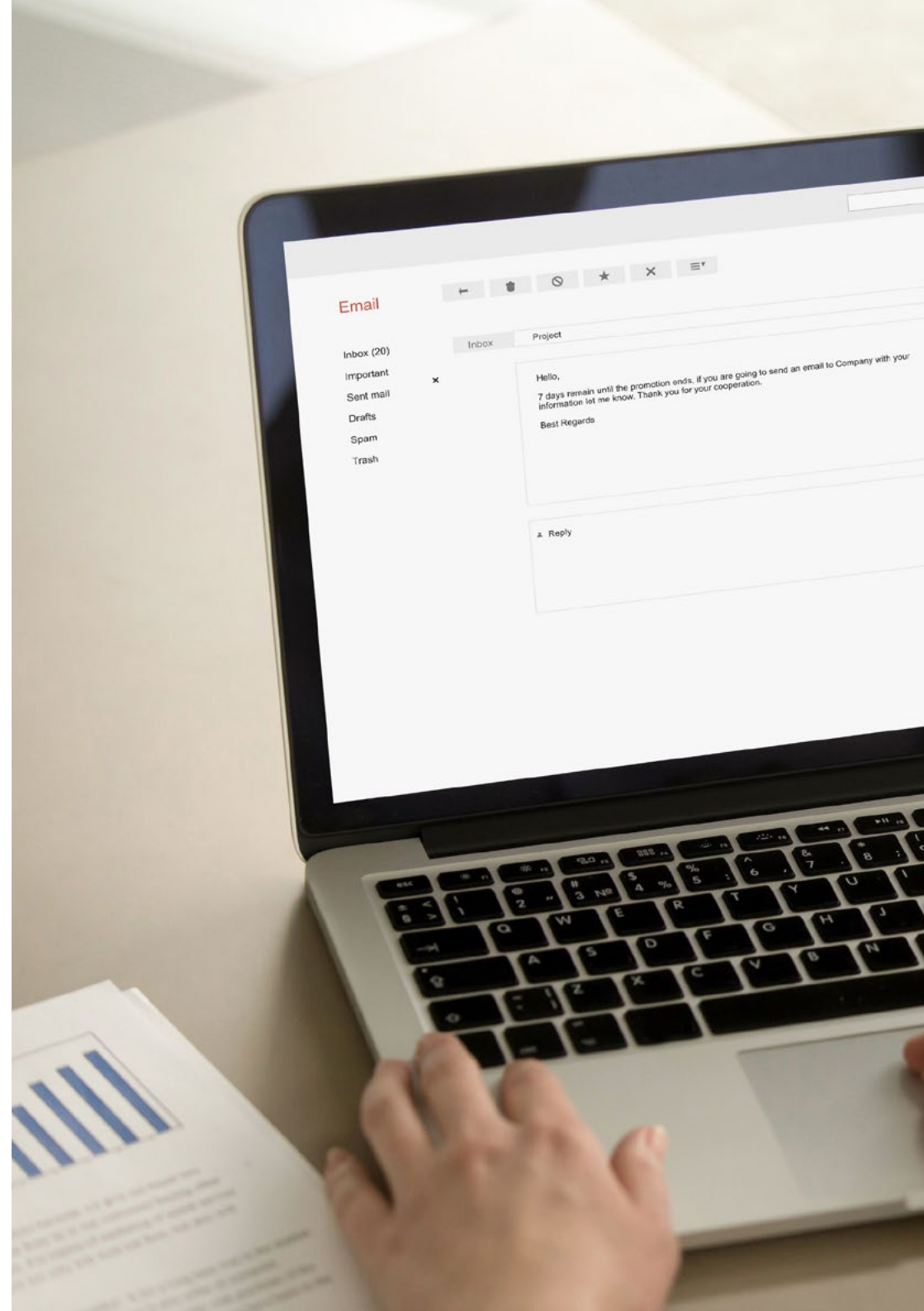
## General Objective

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- ♦ Acquire the necessary knowledge to carry out an adequate advertising communication using the es most advanced tools



*Achieve your academic goals by completing this comprehensive program*





## Specific Objectives

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- ♦ Know and analyze the effects of advertising communication on society and culture
- ♦ Know the historical evolution of advertising and public relations
- ♦ Know how to relate advertising to other cultural manifestations such as literature, art or cinema, among others
- ♦ Explore the structure and transformation of today's society in terms of the features, forms and processes of advertising communication and public relations
- ♦ Relate advertising and public relations in a coherent manner with other social and human sciences
- ♦ Recognize the elements, forms and processes of advertising languages and other forms of persuasive communication



03

# Structure and Content

This TECH program has been structured in such a way that students will be able to take a first level educational journey, following the most relevant concepts on the history of advertising and public relations. In this way, students will be able to delve into the origins of this professional field and how it has evolved to the present day, seeing practical examples of its progress in society.





“

*An educational journey that  
will raise you to the highest  
standards of professionalism”*

## Module 1. History of Advertising and Public Relations

- 1.1. Advertising Activity before the Printing Press
  - 1.1.1. Advertising in its Most Primitive Forms
  - 1.1.2. First Manifestations
  - 1.1.3. The Ancient World
- 1.2. From the Printing Press to the Industrial Revolution
  - 1.2.1. Some Aspects that Contributed to the Emergence of the Printing Press in Europe
  - 1.2.2. First Expressions: Brochures and Posters
  - 1.2.3. Brands and Labels
  - 1.2.4. The Loud and Talkative Advertisements
  - 1.2.5. The Sign and the Commercial Mural
  - 1.2.6. The Birth of a New Media
  - 1.2.7. Communication and Power: Controlling Persuasion
- 1.3. The Revolutions
  - 1.3.1. Advertising and the Industrial Revolution
  - 1.3.2. The Long and Tortuous Road to Press Freedom
  - 1.3.3. From Propaganda to Advertising
  - 1.3.4. Propaganda and Political Advertising: Concepts
  - 1.3.5. Characteristics of this Advertisement
  - 1.3.6. The Industrial Revolution in the Birth of Commercial Advertising
- 1.4. Birth of Advertising
  - 1.4.1. The Origin of Commercial Advertising
  - 1.4.2. The Technological Revolution
  - 1.4.3. Printing Systems
  - 1.4.4. The Paper
  - 1.4.5. Photography
  - 1.4.6. The Telegraph
  - 1.4.7. Print Advertising
  - 1.4.8. Posters
- 1.5. Consolidation of Advertising Activity
  - 1.5.1. Economic Factors between 1848-1914
  - 1.5.2. New Forms of Commercialization
  - 1.5.3. Newspapers
  - 1.5.4. Magazines
  - 1.5.5. The Art of the Poster
  - 1.5.6. Fundamentals of Modern Advertising
  - 1.5.7. American Advertising Agencies
  - 1.5.8. Advertising Technique and Craftsmanship
- 1.6. Advertising Between Two Wars
  - 1.6.1. Characteristics of the Period 1914-1950
  - 1.6.2. Advertising in World War I
  - 1.6.3. Consequences of World War I on Advertising
  - 1.6.4. Advertising Campaigns in the Second World War
  - 1.6.5. Consequences of World War II on Advertising
  - 1.6.6. Advertising Media
  - 1.6.7. Poster and Advertising Graphic Design
  - 1.6.8. Outdoor Advertising
  - 1.6.9. The Cinema
  - 1.6.10. Cinema as a Means of Persuasion
  - 1.6.11. The Radio
  - 1.6.12. Commercial Radio
- 1.7. The Development of the Advertising Technique
  - 1.7.1. Advertising Activity between 1914 and 1950
  - 1.7.2. Advertising Organization
  - 1.7.3. Agencies and Styles
- 1.8. Electronic Advertising
  - 1.8.1. TV. The Third Dimension of Advertising
  - 1.8.2. Advertising in the 1950s and 1960s
  - 1.8.3. The Arrival of Television





- 1.9. Current Advertising
  - 1.9.1. Introduction
  - 1.9.2. The Current Advertising Context: A Technological Perspective
  - 1.9.3. Main Challenges of Today's Advertising Communication
  - 1.9.4. Main Opportunities in Today's Advertising Communication
- 1.10. History of Public Relations
  - 1.10.1. The Origins
  - 1.10.2. Bernays and His Contributions
  - 1.10.3. Expansion: RR. PP. In the Second Half of the 20th Century

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*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.





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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.





05

# Certificate

The Postgraduate Certificate in History of Advertising and Public Relations 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 Postgraduate Certificate without having to travel or fill out laborious paperwork”*

This **Postgraduate Certificate in History of Advertising and Public Relations** 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.

Title: **Postgraduate Certificate in History of Advertising and Public Relations**

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  
development language  
virtual classroom



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

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