Postgraduate Certificate
Social Media Creativity

tech *technological university*

Postgraduate Certificate
Social Media Creativity

- » Modality: **Online**
- » Duration: **6 weeks**
- » Certificate: **TECH Technological University**
- » Dedicated **16h/week**
- » Schedule: **At your own pace**
- » Exams: **Online**

Website: **www.techtitute.com/in/journalism-communication/postgraduate-certficate/social-media-creativity**

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01

Introduction

Standing out has become a necessity to succeed in Social Networks in the current context of digital communication. Creativity has become a fundamental pillar for any successful marketing strategy. To respond to this growing demand for highly trained professionals TECH launches this program. With a curriculum that has a cutting-edge approach, students acquire knowledge about content strategies, technical aspects of using different platforms and persuasive Storytelling, all adapted to the specificities of this sector. In addition, the methodology is 100% online and offers a wide variety of multimedia content, allowing graduates to learn in a flexible and enriching way.

"

You will master the algorithm and constantly evolving platforms with a fully online program"

In today's digital communication landscape, inventiveness in social media is an essential element for success in marketing and advertising. The constant evolution of social platforms demands that professionals remain updated and highly trained. It is in this context that this program arises, responding to the pressing need to train experts in this highly competitive field. To this end, a tour is made of the main social media and how to enhance the imagination in each of them is addressed.

The curriculum of this Postgraduate Certificate in Social Media Creativity addresses crucial aspects, from the importance of Storytelling in the creation of persuasive content, to strategies to increase visibility and engagement in Social Media. It delves into the basics of using different platforms, from popular ones such as Instagram and Facebook, to less conventional ones such as TikTok, WhatsApp and Wikipedia, as well as the creation and management of effective Newsletters.

In terms of methodology, this program is taught entirely online, giving students the flexibility to learn at their own pace, anytime, anywhere. In addition, it is based on the Relearning methodology, which focuses on the repetition of key concepts to consolidate knowledge and facilitate effective learning. In this way, graduates can acquire the skills and knowledge necessary to excel in the promising and competitive world of Social Media Creativity and face the ever-changing challenges of digital communication.

This **Postgraduate Certificate in Social Media Creativity** contains the most complete and updated educational program in the market. Its most outstanding features are

 ◆ The development of practical cases presented by experts in Social Media Creativity.

 ◆ 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

With this Postgraduate Certificate you will achieve innovative strategies to increase visibility in Social Media"

" *Sign up and you will delve into the powerful engagement of the Newsletter"*

You will control technical aspects of the use of each social network in the university best rated by its students according to Trustpilot.

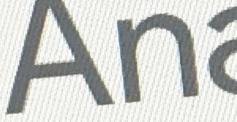*With TECH you will adopt innovative approaches that will maximize your creativity.*

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.

02
Objectives

Throughout the 150 hours of this program, graduates will acquire essential skills to enhance their creativity and how to focus it in the field of Social Media. Thus, they will perfect their skills in the creation of effective content strategies and the design of advertising campaigns on different platforms. In addition, the ability to tell persuasive stories, the use of advanced graphic design techniques and the interpretation of metrics for the optimization of online performance will be fostered. This curriculum is the gateway to a successful gateway to a successful career in the field of Social Media Creativity.

tech

"
Reach your goals with TECH and delve into the power of visual storytelling in Social Media"

General Objectives

- Assimilate the theoretical/practical knowledge that allows performing the creative functions from any perspective

- Know in depth the relationship between the creative and the rest of the agents that participate in the gestation of the commercial communication

- 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

- Gain in-depth knowledge of the latest tools to support creativity

- Develop actions and initiatives to improve creative results, in collaboration with the other actors involved in their conception

- Use creativity support tools
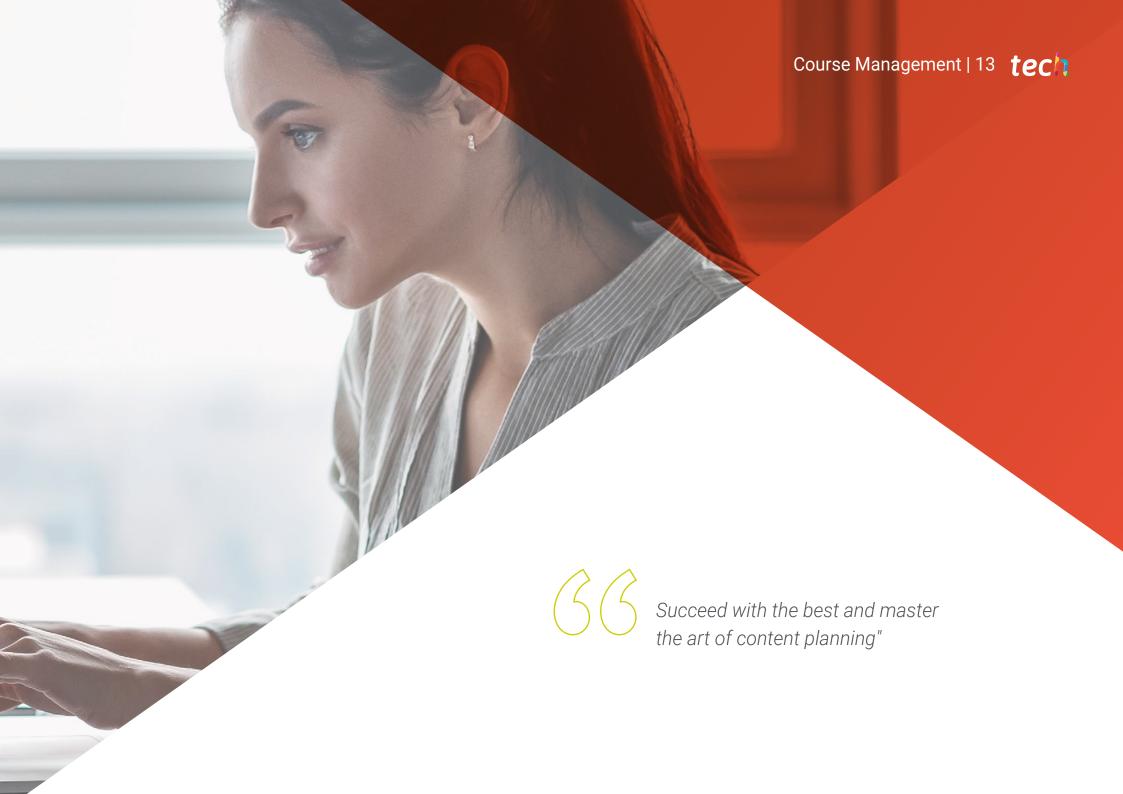
Specific Objectives

- Study creativity on different platforms and media.
- Offer a complete vision of how creativity adapts to each of the social networks.
- Learn about technical aspects of use
- Discover creativity tips and inspirational examples
- Analyze creativity in blogs and newsletters

Enroll and you will develop skills to connect with your audience online"

Course Management

In its maxim of offering an elite education for all, TECH has renowned professionals so that the graduate acquires a high level of Creativity in Social Networks. For this reason, this Postgraduate Certificate has a highly qualified team and with extensive experience in the sector, which will offer the best tools for the student in the development of their skills during the course. In this way, the student has the guarantees demanded by a highly competitive and constantly changing field.

Succeed with the best and master the art of content planning"

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*

04
Structure and Content

This innovative program in Social Media Creativity seeks to train students in the specific creativity needed for platforms such as Instagram, Facebook and Twitter. In addition, they will delve into the creation of impactful visual content, standing out in the highly competitive Social Media environment allowing them to build an effective and authentic online presence. With a focus on practical application, this course prepares them to succeed in the digital age and excel in their professional career in digital marketing and communication. On the other hand, its 100% online methodology makes the study flexible, allowing access to content from anywhere.

A curriculum developed by experts in Social Media and innovative content are the key to your learning success"

Module 1. Creativity in social networks

A program designed to make you an expert in viral content creation and trends"

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.

06
Certificate

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

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

This **Postgraduate Certificate** in Social Media Creativity contains the most complete and updated educational program in 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 certficate 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 Social Media Creativity**

Official No. of Hours: **150 h.**

tech technological university

Awards the followi ng
CERTIFICATE
to
Mr./Ms. _____, with identification number _____ .
For having passed and accredited the following progra   m

POSTGRADUATE CERTIFICATE
in
Social Media Creativity

This is a qualification awarded by this University, equivalent to 150 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy .

TECH is a Private Institution of Higher Education recognized by the Ministry of Public Education as of June 28, 2018.

June 17, 2020

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Unique TECH Code: AFWORD23S   techtitute.com/certificates

*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.

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