

# Postgraduate Diploma

## Advertising Law



## Postgraduate Diploma Advertising Law

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Global University
- » Credits: 18 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtute.com/us/journalism-communication/postgraduate-diploma/postgraduate-diploma-advertising-law](http://www.techtute.com/us/journalism-communication/postgraduate-diploma/postgraduate-diploma-advertising-law)

# Index

01

Introduction

---

*p. 4*

02

Objectives

---

*p. 8*

03

Structure and Content

---

*p. 12*

04

Methodology

---

*p. 18*

05

Certificate

---

*p. 26*

# 01

# Introduction

When designing an advertising campaign, it is necessary to take into account that there is a series of rules that regulate the field, to avoid falling into an illicit or misleading publication, or one that goes against the rights of other people or companies, for example. Therefore, it is necessary to have professionals with extensive knowledge in Advertising Law, to avoid possible aspects that may cause damage to the company. With this intensive program, the student will acquire advanced knowledge in the legal aspects that regulate the advertising activity, becoming an expert in the matter and will then be able to join the most competent teams at advertising level in first level companies.



“

*If you are passionate about advertising, do not miss the opportunity to learn about the regulations that govern the field and that you must follow in order not to incur in an illegal act”*

Journalism and communication professionals who wish to work in the field of advertising should bear in mind that they need to acquire basic knowledge that will allow them to acquire a general vision of the field. In this way, besides getting up to date on specific advertising issues, it is very important that they learn to manage in the legal field, obtaining the necessary knowledge about Advertising Law that allows them to work with full guarantees of success, avoiding possible lawsuits for issues related to illegal or misleading advertising, or for violating fundamental rights or intellectual property, for example.

This is an extensive and exciting field in which professionals who want to reach positions of responsibility in this field and, above all, who wish to work in prestigious companies where advertising departments are highly valued, should immerse themselves. For this reason, TECH has devised this program, which will reflect on the following questions: what is law, why is it necessary to have rules that regulate behavior, how it is structured, what are the purposes of law, what kind of rules exist, etc. A complete and concrete review that will enable journalists to practice successfully in the advertising sector with a global vision of the fundamental legal aspects that concern advertising. In particular, it will delve into the regulatory framework that regulates advertising, the role of self-regulation in this field, illegal or unfair advertising and the most commonly used contracts.

Undoubtedly, a program that will mark a before and after in the specialization of professionals and that will guide them to be able to make a change in their profession to reach that desired job position. All this, thanks to a program in digital format, which includes the best theoretical and practical resources of the current educational panorama.

This **Postgraduate Diploma in Advertising Law** 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 intensely visual teaching system, supported by graphic and schematic contents that are easy to assimilate and understand
- ♦ Practical case studies presented by practicing 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 teacher team and individual reflection work
- ♦ Content that is accessible from any fixed or portable electronic device with an Internet connection
- ♦ Complementary resource banks that are permanently available

“Specialize in Advertising Law with this high-quality program in which you will find the most updated information of the moment”

“*The telepractice will give you the opportunity to learn through an immersive experience, which will provide you with a faster integration and a much more realistic view of the contents”*

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 environments, 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, 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, TECH will use telepractice. 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 the very cases being studied. A concept that will allow students to integrate and memorize what they have learnt in a more realistic and permanent way.

*A Postgraduate Diploma that will enable you to work with greater confidence in the field of Advertising, knowing the most relevant concepts at a legal level.*

*By enrolling in this Postgraduate Diploma, you will have the opportunity to access a multitude of educational resources that will make your learning easier and more effective.*



# 02

# Objectives

The design of this TECH Advertising Law program has been created with the main objective of training journalism and communication professionals in an area that they must be very aware of when developing their advertising campaigns, since a small error in this field can create real chaos in the organization, even having to be resolved in court. Therefore, it is essential that professionals delve into the legal notions that they need to keep in mind to work with total security.







“

*Specialize in Advertising Law and acquire a higher level of knowledge in this field that will help you to solve possible conflicts”*



## General Objectives

---

- ♦ Acquire the necessary knowledge to carry out an adequate advertising communication using the most advanced digital tools
- ♦ Learn to manage organizational and corporate communications in times of crisis



*Knowing the main regulations in the field of advertising will allow professionals to avoid legal conflicts”*





## Specific Objectives

---

### Module 1. Advertising Theory

- ♦ Know the fields of Advertising and Public Relations and their processes and organizational structures
- ♦ Identify the professional profiles 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 manifestations of persuasive communication
- ♦ Know how to apply creative processes to the field of communication, especially advertising and public relations
- ♦ Know how to describe the structure of advertising agencies
- ♦ Identify the processes and organizational structures of the advertising and public relations process

### Module 2. Introduction to Law

- ♦ Recognize the structure and transformation of today's society as it relates to the elements, forms and processes of advertising and public relations communication
- ♦ Understand the structure of the media and their main formats, as expressions of the lifestyles and cultures of the societies in which they perform their public function
- ♦ Recognize the sociological, economic and legal aspects that influence advertising communication and the development of public relations
- ♦ Be able to deal with the informative treatment of scientific advances in a comprehensible and effective manner
- ♦ Relate advertising and public relations in a coherent manner with other social and human sciences
- ♦ Solve problems and practical cases related to the application of the principles of law, handling the legal sources and the interpretation of their texts correctly

### Module 3. Advertising Law

- ♦ Understand the main debates and media events arising from the current situation and how they are generated and disseminated according to communication strategies and interests of all kinds
- ♦ Identify the methods and problems of the different branches of research in the field of Communication Sciences
- ♦ Analyze the advertising message with the aim of developing advertising away from social discrimination, making use of professional ethics
- ♦ Gain knowledge about the ethical framework of the advertising and public relations profession
- ♦ Understand the legal aspects that regulate advertising and public relations activities
- ♦ Know the scope and limits of the right of advertising

# 04

## Structure and Content

The syllabus of this TECH Postgraduate Diploma in Advertising Law has been designed with the educational needs of journalism and communication professionals in the legislative field in mind. Thus, students will be able to learn about the regulations that must be taken into account to develop their work with total security in the advertising sector, achieving the appropriate knowledge to become an expert in the field, taking into account the conflicts that must be avoided in this field.



“

*A very well-founded syllabus that will be indispensable to know, firsthand, the most relevant aspects of the Law applied to Advertising”*

## Module 1. Advertising Theory

- 1.1. Advertising Fundamentals
  - 1.1.1. Introduction
  - 1.1.2. Basic Notions on Advertising and Marketing
    - 1.1.1.1. Marketing
    - 1.1.1.2. Advertising
  - 1.1.3. Advertising, Public Relations and Publicity
  - 1.1.4. Dimensions and Social Scope of Contemporary Advertising
  - 1.1.5. Successful Advertising: KFC
- 1.2. History of Advertising
  - 1.2.1. Introduction
  - 1.2.2. Origin
  - 1.2.3. The Industrial Revolution and Advertising
  - 1.2.4. The Development of the Advertising Industry
  - 1.2.5. Advertising in the Internet World
  - 1.2.6. Successful Advertising: Coca-Cola Case Study
- 1.3. Advertising and its Protagonists (I): The Advertiser
  - 1.3.1. Introduction
  - 1.3.2. How the Advertising Industry Works
  - 1.3.3. Types of Advertisers
  - 1.3.4. Advertising in the Company's Organization Chart
  - 1.3.5. Successful Advertising: Facebook Case Study
- 1.4. Advertising and Its Protagonists (II): Advertising Agencies
  - 1.4.1. Introduction
  - 1.4.2. The Advertising Agency: Advertising Communication Professionals
  - 1.4.3. The Organizational Structure of Advertising Agencies
  - 1.4.4. Types of Advertising Agencies
  - 1.4.5. Fee Management in Advertising Agencies
  - 1.4.6. Successful Advertising: Nike
- 1.5. Advertising and Its Protagonists (III): The Advertising Recipient
  - 1.5.1. Introduction
  - 1.5.2. The Advertising Recipient and its Context
  - 1.5.3. The Advertising Recipient as a Consumer
  - 1.5.4. Needs and Desires in Advertising
  - 1.5.5. Advertising and Memory: on Advertising Effectiveness
  - 1.5.6. Successful Advertising: IKEA Case Study





- 1.6. The Advertising Creation Process (I): From the Advertiser to the Media
  - 1.6.1. Introduction
  - 1.6.2. Preliminary Aspects of the Advertising Creation Process
  - 1.6.3. The Advertising Brief or Communication Brief
  - 1.6.4. Creative Strategy
  - 1.6.5. Media Strategy
    - 1.6.5.1. Successful Advertising: Apple
- 1.7. The Advertising Creation Process (II): Creativity and Advertising
  - 1.7.1. Introduction
  - 1.7.2. Fundamentals of Advertising Creative Work
  - 1.7.3. Advertising Creativity and its Communicative Statute
  - 1.7.4. Creative Work in Advertising
  - 1.7.5. Successful Advertising: Real Madrid Case Study
- 1.8. The Advertising Creation Process (III): Ideation and Development of the Advertising Manifesto
  - 1.8.1. Introduction
  - 1.8.2. Creative Conception and Strategy
  - 1.8.3. The Creative Conception Process
  - 1.8.4. The ten basic Paths of Creativity According to Lluís Bassat: Advertising Genres
  - 1.8.5. Advertising Formats
  - 1.8.6. Successful Advertising: McDonalds
- 1.9. Advertising Media Planning
  - 1.9.1. Introduction
  - 1.9.2. Media and Planning
  - 1.9.3. Advertising Media and their Classification
  - 1.9.4. Media Planning Tools
  - 1.9.5. Successful Advertising: Pepsi
- 1.10. Advertising, Society and Culture
  - 1.10.1. Introduction
  - 1.10.2. The Relationship between Advertising and Society
  - 1.10.3. Advertising and Emotions
  - 1.10.4. Advertising, Subjects and Things
  - 1.10.5. Successful Advertising: Burger King

## Module 2. Introduction to Law

- 2.1. Law and Legal Standards
  - 2.1.1. Concept of Law
  - 2.1.2. Concept of Duty
  - 2.1.3. The Standard
- 2.2. Classification of Legal Standards
  - 2.2.1. Criteria
  - 2.2.2. Classification
- 2.3. Sources of Law
  - 2.3.1. Formal Sources
  - 2.3.2. Real Sources
  - 2.3.3. Historical Sources
- 2.4. Meanings of the Term Law
  - 2.4.1. Positive Law and Current Law
  - 2.4.2. Objective and Subjective Law
  - 2.4.3. Real Right and Personal Right
- 2.5. Normative Language
  - 2.5.1. Concepts of Law, Standard and Rule
  - 2.5.2. Notes that Distinguish the Normative Systems
- 2.6. The State and Law
  - 2.6.1. Concepts of Justice
  - 2.6.2. State and its Elements
  - 2.6.3. Mexican State
- 2.7. Law as a Science
  - 2.7.1. Special Legal Disciplines
  - 2.7.2. Auxiliary Legal Disciplines
- 2.8. Events and Legal Acts
  - 2.8.1. Legal Assumptions
  - 2.8.2. Concept of Legal Fact
  - 2.8.3. Concept of Legal Acts

- 2.9. Subjects of Law
  - 2.9.1. Individual
  - 2.9.2. Legal Entity
  - 2.9.3. Attributes of Individuals
- 2.10. Legal Interpretation
  - 2.10.1. Concept of Legal Technique
  - 2.10.2. Interpreting Methods
  - 2.10.3. Rules of Interpretation

## Module 3. Advertising Law

- 3.1. Basic Notions of Advertising Law
  - 3.1.1. Concept and Emergence of Advertising Law
  - 3.1.2. Subjects of the Advertising Relationship
  - 3.1.3. Personality Rights
  - 3.1.4. Advertising Work, Intellectual and Industrial Property
  - 3.1.5. Other Forms of Protection of Advertising Work
- 3.2. Sources of Advertising Law
  - 3.2.1. Legal System and Rules
  - 3.2.2. Sources of Advertising Law
  - 3.2.3. Limits to the Effectiveness of Rules
- 3.3. Unlawful Advertising
  - 3.3.1. Advertising of Minors
  - 3.3.2. Subliminal Advertising
  - 3.3.3. Advertising Contrary to the Specific Regulations
  - 3.3.4. Advertising Offense
- 3.4. Unfair Advertising
  - 3.4.1. Misleading Advertising
  - 3.4.2. Unfair Advertising
  - 3.4.3. Covert Advertising
  - 3.4.4. Aggressive Advertising
  - 3.4.5. Comparative Advertising



- 3.5. Advertising Agreement
  - 3.5.1. Legal Regime
  - 3.5.2. Birth of the Contract
  - 3.5.3. Ineffectiveness
  - 3.5.4. Noncompliance
  - 3.5.5. Common Provisions Specific to Advertising Agreements
- 3.6. The Advertising Creation Agreement
  - 3.6.1. Concept
  - 3.6.2. Characters
  - 3.6.3. Contents
  - 3.6.4. Noncompliance
  - 3.6.5. Extinction
- 3.7. The Advertising Broadcasting Agreement
  - 3.7.1. Concept
  - 3.7.2. Characters
  - 3.7.3. Contents
  - 3.7.4. Noncompliance
  - 3.7.5. Extinction
- 3.8. The Sponsorship Agreement
  - 3.8.1. Concept
  - 3.8.2. Characters
  - 3.8.3. Contents
  - 3.8.4. Noncompliance
  - 3.8.5. Extinction
- 3.9. Advertising Ethics and Self-Regulation
  - 3.9.1. Advertising Deontology: Concept and Objective
  - 3.9.2. Value of the Codes of Conduct
  - 3.9.3. Self-Control
- 3.10. The Importance of Advertising and the Need for its Regulation
  - 3.10.1. The Alternative to Self-Regulation
  - 3.10.2. Benefits and Advantages of Self-Regulation
  - 3.10.3. The Current Status of Self-Regulation



*A complete program with which you will obtain the necessary knowledge to compete with the best in your profession”*

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.



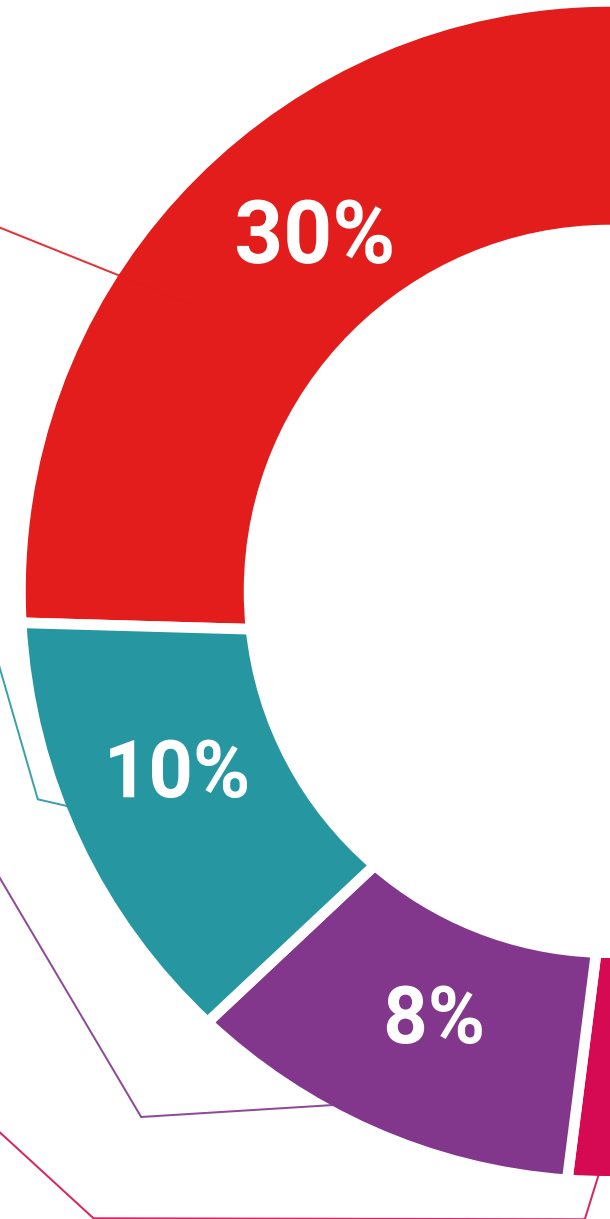
### Practising Skills and Abilities

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 Diploma in Advertising Law guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma issued by TECH Global University.



“

*Successfully complete this program and receive your Postgraduate Diploma without having to travel or fill out laborious paperwork”*

This program will allow you to obtain your **Postgraduate Diploma in Social Media and Communication Market Management** 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 Diploma in Advertising Law**

Modality: **online**

Duration: **6 months**

Accreditation: **18 ECTS**



future  
health confidence people  
education information tutors  
guarantee accreditation teaching  
institutions technology learning  
community commitment  
personalized service innovation  
knowledge present quality  
development language  
virtual classroom

**tech** global  
university

## Postgraduate Diploma Advertising Law

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Global University
- » Credits: 18 ECTS
- » Schedule: at your own pace
- » Exams: online

# Postgraduate Diploma

## Advertising Law

