

# Postgraduate Diploma

## Advertising Media Planning

PLANNING

*Social Medias*



## Postgraduate Diploma Advertising Media Planning

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

Website: [www.techtitute.com/in/journalism-communication/postgraduate-diploma/postgraduate-diploma-advertising-media-planning](http://www.techtitute.com/in/journalism-communication/postgraduate-diploma/postgraduate-diploma-advertising-media-planning)

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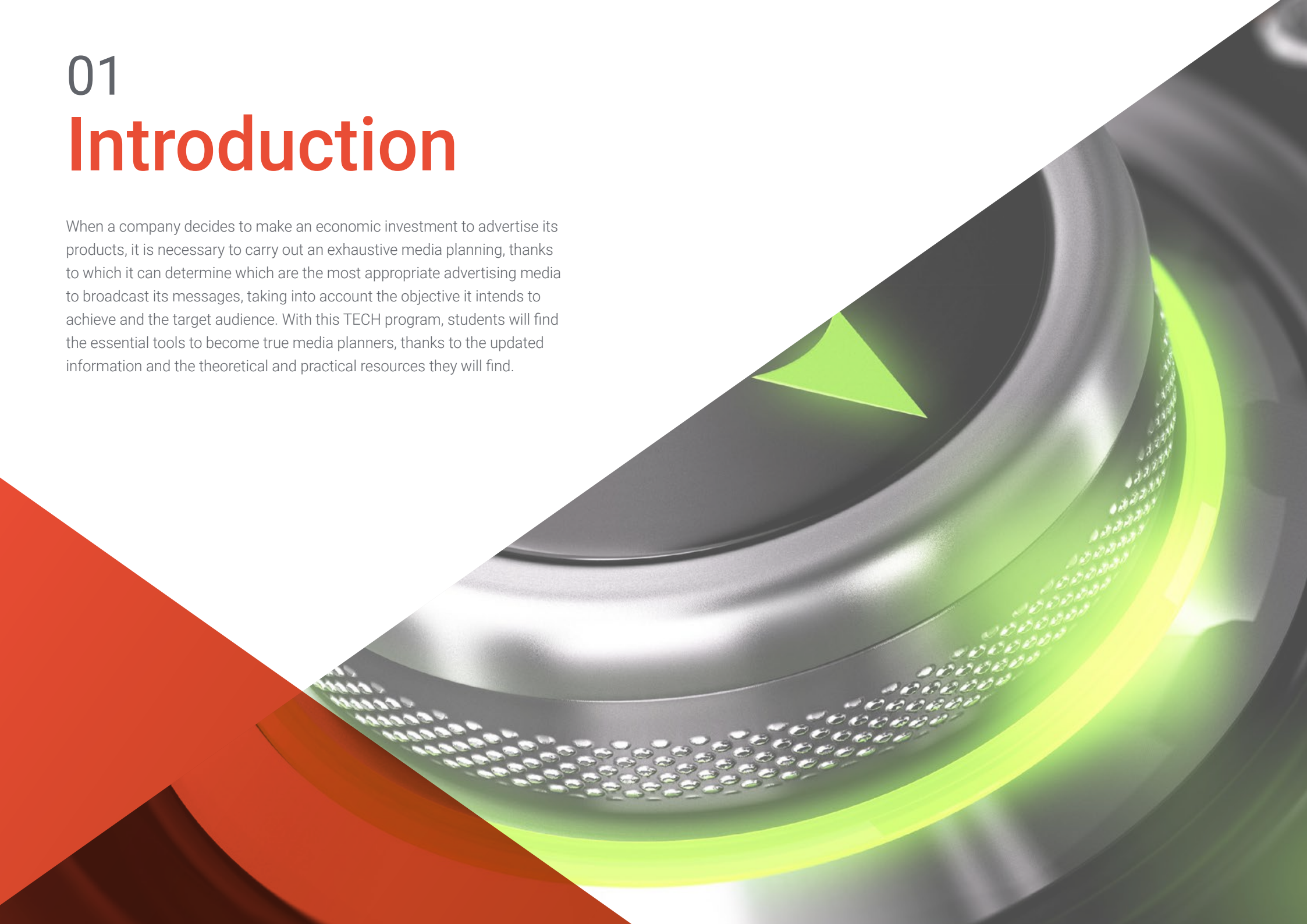
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# 01

# Introduction

When a company decides to make an economic investment to advertise its products, it is necessary to carry out an exhaustive media planning, thanks to which it can determine which are the most appropriate advertising media to broadcast its messages, taking into account the objective it intends to achieve and the target audience. With this TECH program, students will find the essential tools to become true media planners, thanks to the updated information and the theoretical and practical resources they will find.





TELEVISION  
NEW

“

*This program will teach you how to choose the most appropriate advertising media to carry out successful campaigns for your company”*

Corporate image is one of the factors that are considered fundamental within organizations. Currently, it is one of the most important elements that companies have at their disposal to make their public understand who they are, what they do and how they differ from the competition. Achieving an appropriate and competitive image is achieved through advertising campaigns, but, to do so, it is necessary to determine which are the media in which companies should implement these campaigns. It is a fundamental task of the advertising media planner to select the most appropriate media, so their specialization with programs such as this one is essential. Specifically, this TECH program is aimed at journalism and communication professionals, who understand the need to refresh their knowledge in this field in order to be more competitive.

It must be taken into account that today Internet is the most powerful communication channel in existence and the importance of the increasingly widespread use of the so-called "social tools" on the Internet must be valued, since they offer companies and users new ways of communication, sales, participation and knowledge exchange. Thanks to social networks, and in a fast, multidirectional and close way, companies that sell products or services can promote them, as well as analyze how they are seen by users and attend to the demands, questions and requests they have regarding that company.

In this digital field, the use of social networks is also fundamental, as they have marked a revolution in the way organizations relate to each other. This program will help students learn the true potential of social media for companies, how to create a strategic plan and how the most important platforms and tools currently work. In addition, through this program, the students will acquire knowledge relevant to online reputation, blogs and the figure of the *Community Manager* as responsible for generating the maximum reputation of the company.

A compendium of knowledge necessary for proper planning of advertising media that will mark a before and after in the preparation of professionals, helping them to access professional positions of great relevance in the advertising departments of companies.

This **Postgraduate Diploma in Advertising Media Planning** 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 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, debate and knowledge forums
- ♦ 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



*Refresh your knowledge  
in this field and be more  
effective in your daily practice”*

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*A high educational level program that will allow you to open new paths to your professional progress”*

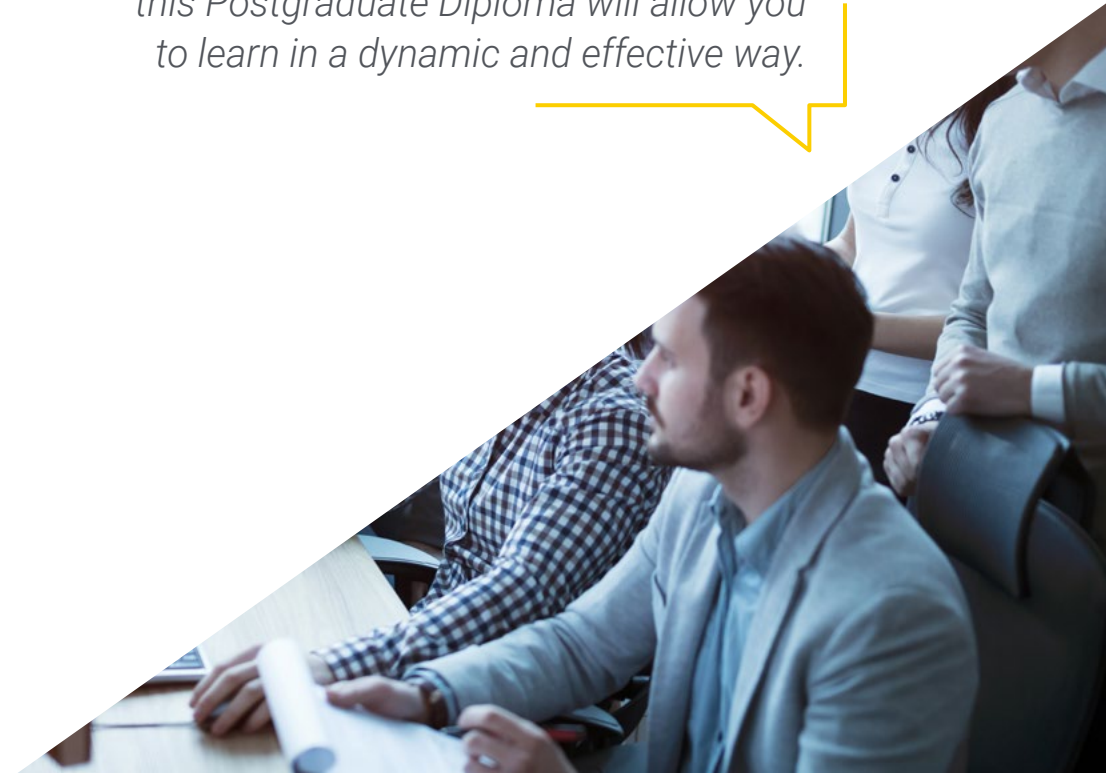
The teaching staff of this program is made up of professionals from different fields related to this specialty. As such, TECH can fulfill its academic updating objective. A multidisciplinary team of experienced professionals in different environments, who will develop theoretical knowledge efficiently, 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, *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 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 in all areas of Advertising Media Planning , with the solvency of a high-level professional.*

*The innovative teaching methodology of this Postgraduate Diploma will allow you to learn in a dynamic and effective way.*



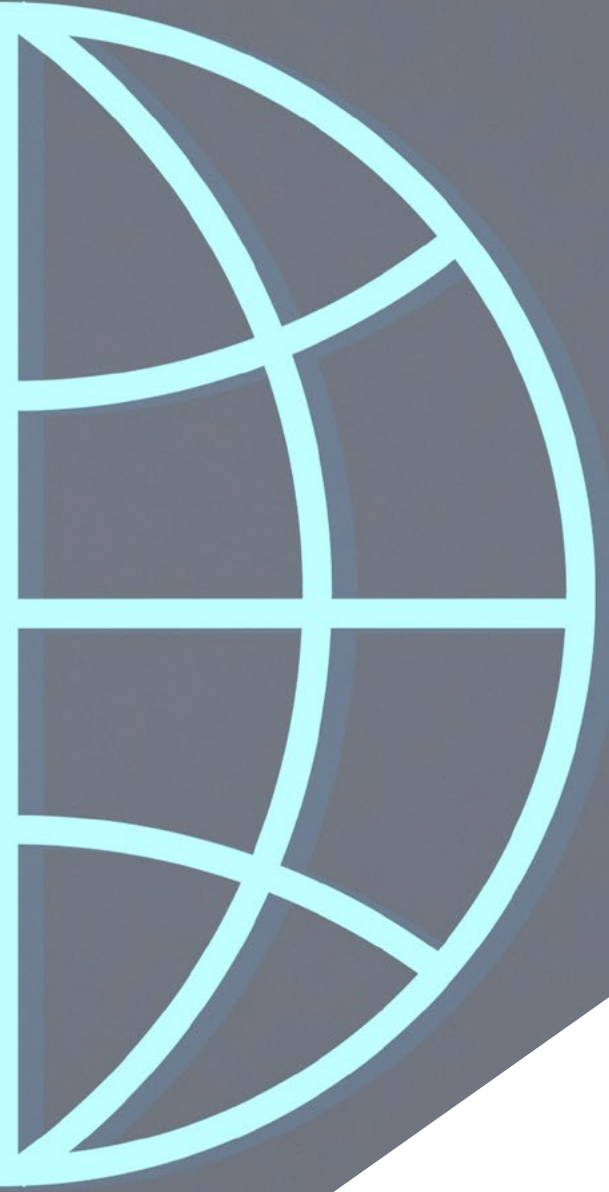
# 02

# Objectives

The main objective of this Postgraduate Diploma is to prepare highly qualified professionals for work experience, giving them the necessary skills to succeed in this field. An objective that is complemented, moreover, in a global way, with the promotion of a human development that lays the foundations for a better society, helping them to access a much higher level of competence and control. A goal that, in just a few months, the students will be able to consider achieved, thanks to a high intensity and precision program.







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*If you wish to broaden your knowledge in advertising media planning, this Postgraduate Diploma will help you achieve it in a comfortable way”*



## General Objectives

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- ♦ Acquire the necessary knowledge to carry out an adequate advertising communication using the most advanced digital tools
- ♦ Be able to carry out an adequate advertising media planning, with which to determine the supports to be used in the company



*A unique opportunity to expand your employability in the labor market”*





## Specific Objectives

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### Module 1. Corporate Identity

- ♦ Know the fundamentals of advertising and the agents involved in the advertising creation process
- ♦ Recognize and identify the professional profiles of advertising professionals, as well as the main functions and requirements that must be fulfilled for their professional development
- ♦ Manage institutional communication in all circumstances even in crisis episodes in which the message is aligned with the interests of the different *Stakeholders*
- ♦ Manage the communication of any event related to corporate communication.
- ♦ Create the corporate image of any entity from any of its attributes

### Module 2. Social Media and Community Management

- ♦ Understand the importance of the Internet in the search and management of information in the field of advertising and public relations, in its application to specific cases
- ♦ Be able to analyze, process, interpret, elaborate and structure digital communication
- ♦ Enable the student to analyze and optimize the use of new communication channels and strategies of digital media by the advertising and public relations professional
- ♦ Understand the importance of social media and e-mobile as a support and commercial revolution and use these tools to achieve advertising and public relations objectives

### Module 3. Advertising Media Planning

- ♦ Know how to apply the analysis variables of advertising media planning
- ♦ Carry out a media plan for an advertising agency or a media center
- ♦ Know how to manage the purchase of media and advertising media



*Take the step to get up to date on the latest developments in Social Media Planning*

03

# Structure and Content

This comprehensive program of TECH Technological University. will lead students to the highest standards of professional quality and success in the field of advertising media planning, and it will achieve this thanks to a highly up-to-date program with the main developments of the field. A very well-structured syllabus that will allow students to self-direct their studies and take an intensive and fundamental educational path for their future career.





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*A teaching program of high educational level that stands out among the rest of the offers in the market for its high level of updating and quality”*

## Module 1. Corporate Identity

- 1.1. Once Upon a Time: The Strategy
  - 1.1.1. History of the Strategy
  - 1.1.2. Application of the Strategy to other Social Disciplines
  - 1.1.3. Scientific Recognition of the Strategy
- 1.2. Strategic Thinking
  - 1.2.1. Strategic Dimension
  - 1.2.2. What is a Strategic Plan?
  - 1.2.3. Structure
- 1.3. Strategic Communication vs. Types of Strategies
  - 1.3.1. Features of Strategic Communication
  - 1.3.2. Communication Strategies
  - 1.3.3. Types of Strategies
- 1.4. Execution of the Advertising Planning Process
  - 1.4.1. History of Advertising Planning
  - 1.4.2. What Does a Planner Do?
  - 1.4.3. The Planner in the Agency's Work Process
  - 1.4.4. Account Management and Planning
- 1.5. General Work Development Model
  - 1.5.1. Advertiser's Order
  - 1.5.2. Strategic Process
  - 1.5.3. Strategic Consulting
- 1.6. Conventional Media
  - 1.6.1. Transition to Social Environments
  - 1.6.2. Hybrid Media
  - 1.6.3. Internet
  - 1.6.4. Orbyt Case
- 1.7. Digital Media Planning
  - 1.7.1. Time of Purchase Decision
  - 1.7.2. Web Positioning
  - 1.7.3. Formats
  - 1.7.4. Brand Strategies
  - 1.7.5. Measurement
  - 1.7.6. e-Commerce and Social Commerce



- 1.8. Strategic Plan in 7 steps
  - 1.8.1. Brand Analysis
  - 1.8.2. Identify the Target
  - 1.8.3. Defining Objectives
  - 1.8.4. Identify the Brand's Differential Value Proposition
  - 1.8.5. Choosing Communication Channels
  - 1.8.6. Create the Campaign Calendar
  - 1.8.7. Analysis and Measurement of Results
- 1.9. Future of Planning
  - 1.9.1. Past
  - 1.9.2. Present
  - 1.9.3. Future
- 1.10. Audience
  - 1.10.1. Hourly TV Ratings
  - 1.10.2. Prime Time on TV
  - 1.10.3. Gpr's

## Module 2. Corporate Identity

- 2.1. The Importance of Image in Businesses
  - 2.1.1. What is Corporate Image?
  - 2.1.2. Differences between Corporate Identity and Corporate Image
  - 2.1.3. Where can the Corporate Image be Manifested?
  - 2.1.4. Situations of Corporate Image Change. Why Get a Good Corporate Image?
- 2.2. Research Techniques in Corporate Image
  - 2.2.1. Introduction
  - 2.2.2. The study of the Company's Image
  - 2.2.3. Corporate Image Research Techniques
  - 2.2.4. Qualitative Image Study Techniques
  - 2.2.5. Types of Quantitative Techniques

- 2.3. Image Audit and Strategy
  - 2.3.1. What is Image Audit?
  - 2.3.2. Guidelines
  - 2.3.3. Audit Methodology
  - 2.3.4. Strategic Planning
- 2.4. Corporate Culture
  - 2.4.1. What is Corporate Culture?
  - 2.4.2. Factors Involved in Corporate Culture
  - 2.4.3. Functions of Corporate Culture
  - 2.4.4. Types of Corporate Culture
- 2.5. Corporate Social Responsibility and Corporate Reputation
  - 2.5.1. CSR: Concept and Application of the Company
  - 2.5.2. Guidelines for Integrating CSR into Businesses
  - 2.5.3. CSR Communication
  - 2.5.4. Corporate Reputation
- 2.6. Corporate Visual Identity and Naming
  - 2.6.1. Corporate Visual Identity Strategies
  - 2.6.2. Basic Elements
  - 2.6.3. Basic Principles
  - 2.6.4. Preparation of the Manual
  - 2.6.5. The Naming
- 2.7. Brand Image and Positioning
  - 2.7.1. The Origins of Trademarks
  - 2.7.2. What is a Brand?
  - 2.7.3. The Need to Build a Brand
  - 2.7.4. Brand Image and Positioning
  - 2.7.5. The Value of Brands
- 2.8. Image Management through Crisis Communication
  - 2.8.1. Strategic Communication Plan
  - 2.8.2. When it All Goes Wrong: Crisis Communication
  - 2.8.3. Cases

- 2.9. The Influence of Promotions on Corporate Image
  - 2.9.1. The New Advertising Industry Landscape
  - 2.9.2. The Marketing Promotion
  - 2.9.3. Features
  - 2.9.4. Dangers
  - 2.9.5. Promotional Types and Techniques
- 2.10. Main Social Media Outlets II
  - 2.10.1. YouTube: The Second Most Important Search Engine on the Internet
  - 2.10.2. Main Elements
  - 2.10.3. Advertising
  - 2.10.4. YouTube Analytics
  - 2.10.5. Success Stories
  - 2.10.6. Instagram and Pinterest. The Power of Image
  - 2.10.7. Instagram
  - 2.10.8. Success Stories
  - 2.10.9. Pinterest
- 2.11. Blogs and Personal Branding
  - 2.11.1. Definition
  - 2.11.2. Typologies
- 2.12. Tools for the Community Manager
  - 2.12.1. Monitoring and Programming. Hootsuite
  - 2.12.2. Specific Tools for Each Social Network
  - 2.12.3. Active Listening Tools
  - 2.12.4. URL Shortening Tools
  - 2.12.5. Tools for the Generation of Content







### Module 3. Integrated Marketing Communication

- 3.1. Below the Line Advertising
- 3.2. Direct and Interactive Marketing
- 3.3. Point-of-Sale Marketing Techniques
- 3.4. Importance of Public Relations
- 3.5. Branded Entertainment Marketing Trends
- 3.6. Digital Communication Strategy
- 3.7. Metrics of Digital Communication
- 3.8. Importance of Social Networks
- 3.9. Effective Segmentation and Social Media Tools
- 3.10. Advantages of Mobile Marketing

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

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.

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



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



This **Postgraduate Diploma in Advertising Media Planning** 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 Diploma** issued by **TECH Technological University** via tracked delivery\*.

The certificate issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Diploma, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Postgraduate Diploma in Advertising Media Planning**

Official N° of Hours: **450 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  
online training  
development language  
virtual classroom



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