Postgraduate Diploma
Advertising and Public Relations

tech global university

Postgraduate Diploma

Advertising and Public Relations

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

Website: **www.techtitute.com/us/journalism-communication/postgraduate-diploma/postgraduate-diploma-advertising-public-relations**

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01
Introduction

The essence of Public Relations is to know, manage and investigate the different audiences that an organization has, through advertising campaigns in different media, to create a need and encourage them to purchase. Therefore, the profile of publicists and public relations is highly valued today, being the goal to which many graduates of journalism and communication to which this TECH program is aimed. In this way, throughout these months, the students will learn to identify the professional profiles in the area of advertising and public relations, as well as the main skills that are required in the performance of their professional practice.

A Postgraduate Diploma that will enable you to work in all the fields of Advertising and Public Relations with the solvency of a high-level professional"

Public Relations is a discipline which has an essential presence within organizations because it contributes to the strategic management of any organization's communication. This is a department that is becoming increasingly important, as it has been more than demonstrated that it has a significant influence on improving the income of companies.

For this reason, access to these departments by professionals with extensive qualifications in the field is indispensable nowadays. Many of the people who decide to work in this field are professionals in journalism and communications who, aware of their good command of the language, find a new career path in this field.

For this reason, TECH has gone a step further to improve the qualifications of these professionals and has designed this specific program on advertising and public relations, with which they will be able to turn their careers around. Thus, thanks to this program, students will be able to go through the basics of advertising theory with a global vision of the advertising system, its history, its protagonists, the creative process, planning and its potential social effects.

Undoubtedly, a program of high educational level that will be essential to make the final leap to the labor level and that also has the advantage of being offered in a 100% online format, which will be an added plus for students who have to combine their study with the rest of their daily obligations, whether professional or personal.

This **Postgraduate Diploma in Advertising and Public Relations** contains the most complete and up-to-date program on the market. Its most outstanding features are:

- 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, 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

Thanks to this program you will be able to learn, in a practical way, how is the real work in the Advertising and Public Relations departments of companies"

"

The methodological design of this innovative program in Advertising and Public Relations will take you through different teaching approaches to allow you to learn in a dynamic and effective way"

Study with an active group of professionals who have compiled the latest information in this field.

Acquire the necessary qualifications to be able to access relevant positions in the field of Advertising and Public Relations.

Its teaching staff includes professionals belonging to the world of written journalism, who bring to this program the experience of their work, as well as recognized specialists from prestigious reference societies and universities.

Its multimedia content, developed with the latest educational technology, will enable the professional to contextual and situated learning, i.e. a simulated environment that will provide immersive learning programmed to prepare in real situations.

This program is designed around Problem-Based Learning, whereby the professionals must try to solve the different professional practice situations that arise throughout the program. In order to do this, the professionals will be assisted by an innovative interactive video system developed by renowned experts in the field of written journalism and with extensive experience.

02
Objectives

TECH's main objective is to prepare highly qualified professionals for work experience. An objective that is complemented, moreover, in a global manner, by promoting human development that lays the foundations for a better society. This objective is focused on helping professionals reach a much higher level of expertise and control. A goal that our students can achieve in only a few months with a highly intensive and accurate program.

If your goal is to become an Expert in Advertising and Public Relations, don't miss this high level educational program"

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

An excellent way to improve your qualification in the field of Advertising and Public Relations"

Specific Objectives

Module 1. Fundamentals of Public Relations
- Master the elements, forms and processes of advertising languages and other forms of communication, using the knowledge of the Spanish language, analyzing the different levels and components that make up the Spanish linguistic system, as well as the discursive products that are framed in the different textual typologies
- Understand the systems for analyzing advertising and public relations campaigns
- Delineate each of the functions for the management of the advertising and public relations company, highlighting their main applications

Module 2. Advertising Theory
- Knowledge of 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 different forms of persuasive communication
- Know how to apply creative processes in the field of communication, especially in the field of advertising and public relations
- Know how to describe the structure of advertising agencies
- Identify the processes and organizational structures of advertising and public relations

Module 3. History of Advertising and Public Relations
- 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
- Understand the structure and transformation of today's society in relation to the elements, forms and processes of advertising and public relations communication
- 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

Module 4. Advertising and Public Relations Company
- Recognize the structure and transformation of today's society as it relates to the elements, forms and processes of advertising and public relations communication
- Encouraging creativity and persuasion through different media and communication media
- Recognize the elements, forms and processes of advertising languages and other forms of persuasive communication
- Recognize significant and appropriate tools for the study of advertising and public relations
- Know the fields of advertising and public relations and their processes and organizational structures
- Know how to describe the structure of advertising agencies
- Delineate each of the functions for the management of the advertising and public relations company, highlighting their main applications

03
Structure and Content

This syllabus has been structured so that journalism and communication professionals delve into Advertising and Public Relations, a fundamental field in all companies that helps brand awareness and encourages purchases. A program designed in online format so that students can conveniently access all the educational resources that will be essential to improve their knowledge in this field.

A high level teaching program that will raise your qualification to the highest quality standards"

Module 1. Fundamentals of Public Relations

Module 2. Advertising Theory

Module 3. History of Advertising and Public Relations

Module 4. Advertising and Public Relations Company

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.

" *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.

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.

The student will learn, through collaborative activities and real cases, how to solve complex situations in real business environments.

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%
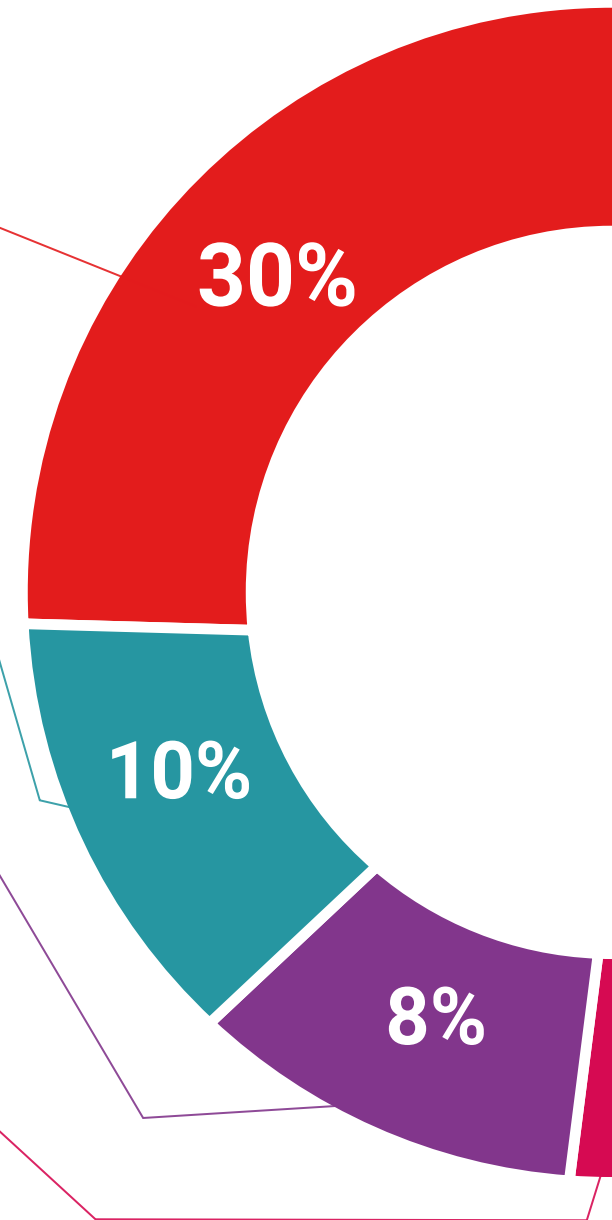
Case Studies

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.

05
Certificate

The Postgraduate Diploma in Advertising and Public Relations 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 Advertising and Public Relations** 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 and Public Relations**

Modality: **online**

Duration: **6 months**

Accreditation: **18 ECTS**

tech global university

Mr./Ms. _____, with identification document _____
has successfully passed and obtained the title of:

Postgraduate Diploma in Advertising and Public Relations

This is a program of 450 hours of duration equivalent to 18 ECTS, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH Global University is a university officially recognized by the Government of Andorra on the 31st of January of 2024, which belongs to the European Higher Education Area (EHEA).

In Andorra la Vella, on the 28th of February of 2024

Dr. Pedro Navarro Illana
Rector

Unique TECH Code: AFWORD23S   techtitute.com/certificates

*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH Global University will make the necessary arrangements to obtain it, at an additional cost.

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