

# Postgraduate Diploma

## Creative Advertising Strategies





## Postgraduate Diploma Creative Advertising Strategies

- » 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-creative-advertising-strategies](http://www.techtitute.com/in/journalism-communication/postgraduate-diploma/postgraduate-diploma-creative-advertising-strategies)

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# 01

# Introduction

The advertising world is constantly evolving and creativity is the driving force behind it. In this expanding sector, professionals who master new technologies and adapt to the current needs of the market are necessary. Therefore, this program emerges as a comprehensive response to the demands of the sector and the current challenges of the advertising area, which seeks new effective business strategies. For this reason, TECH launches this academic degree with which the student will delve into the keys of Advertising Creativity, from search engine optimization to the effective implementation of a social media plan. In addition, thanks to its 100% online format, the graduate will obtain a flexible learning adapted to their needs.





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*Thanks to TECH you will master the most effective advertising strategies in digital environments with this Postgraduate Diploma 100% online"*

With the advance of new technologies, communication has become a strategic process in the management of organizations. In this line, advertising helps companies both to build loyalty to the public and to differentiate themselves from competitors. Achieve this successfully, industry professionals must reinvent themselves and use creative techniques to capture the interest of consumers.

For this reason, TECH has designed this program to provide students with the most effective strategies. In this way, they will develop their full creative potential and will be able to design impactful campaigns. To this end, the program addresses both new methods and means to innovate in advertising. It also delves into the creation of inspiring content and addresses the need to effectively implement a social media plan. It also delves into the new creative challenges so that professionals can find the right tactics to face them in the best possible way.

The academic itinerary has a 100% online methodology, so that students can comfortably enter the program. Thus, the only thing they will need is a device with Internet access to expand their knowledge and become a university expert in Creative Advertising Strategies. In this sense, the training offers its students the most avant-garde methodology in the current market: Relearning. This teaching system is based on the reiteration of the most important contents to guarantee a natural learning process capable of lasting in the students' memory.

This **Postgraduate Diploma in Creative Advertising Strategies** contains the most complete and up-to-date program on the market. The most important features include:

- ♦ The development of case studies presented by experts in Creative Advertising
- ♦ The graphic, schematic and eminently practical contents with which it is conceived provide cutting-edge 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



*Stand out in the advertising sector with the most cutting-edge methodology on the market: Relearning"*



“

*Thanks to this Postgraduate Diploma you will use innovative advertising techniques to successfully overcome the challenges of the sector”*

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.

*With TECH you will manage the main digital techniques to boost creativity and achieve greater reach.*

*Through this program you will get the most out of social networks such as TikTok, X, Facebook and Instagram.*



# 02

# Objectives

TECH launches a cutting-edge program that will enable students to acquire the skills required to excel in both the communications and advertising fields. To achieve this, it provides resources focused on how to apply creativity to the main platforms and social networks, including TikTok, X and Instagram. At the same time, it analyzes the new trends in the advertising field with emphasis on the incorporation of augmented reality to ads as a differentiation strategy.





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*With this Postgraduate Diploma you will apply innovative techniques in advertising that will ensure audience tracking and loyalty”*



## General Objectives

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- ♦ Show the vision of creativity as a collaborative agent in the development of communication
- ♦ Assimilate the theoretical/practical knowledge that allows performing the creative functions from any perspective
- ♦ Use creativity support tools
- ♦ Improve knowledge and professional skills to be able to carry out the integration and performance of work in a creative department of any type of agency or marketing department
- ♦ Train the professional, by means of the necessary skills, to improve problem solving and develop the essential professional competences
- ♦ Show the vision of creativity as a collaborative agent in the development of communication
- ♦ Develop actions and initiatives to improve creative results, in collaboration with the other actors involved in their conception





## Specific Objectives

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### Module 1. Creative Publicist

- ♦ Understand in depth what creativity is, how it has developed with the advance of new technologies and how it influences different professional areas
- ♦ Detail the challenges that a creative person faces
- ♦ Highlight the values of creative collaboration
- ♦ Signify the relevance of creativity in different professions
- ♦ Examine the best conditions to stimulate creativity
- ♦ Understand the role of creativity in advertising
- ♦ Study the artistic references of creativity
- ♦ Get a glimpse of the challenges of the changing and competitive environment
- ♦ Invite to cross the limits
- ♦ Help to understand that every challenge is an opportunity to grow

### Module 2. Digital creativity

- ♦ Explore how digital technologies have revolutionized content creation and promotional strategies in the online environment
- ♦ Differentiate between digital marketing and advertising
- ♦ Examine a variety of online advertising formats, ranging from banner ads to augmented reality ads
- ♦ Delve into digital marketing creativity, where key strategies are analyzed
- ♦ Study SEO as an essential tool for improving online visibility
- ♦ Advance in the use of email as a tool for promotion, loyalty building and campaign automation in email marketing
- ♦ Dive into the field of social networks and strategies to take advantage of their potential
- ♦ Analyze the collaboration with influencers and the strengthening of brand identity

### Module 3. Creativity in social networks

- ♦ 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



*With TECH you will master strategies to optimize your SEO positioning and stand out in search engines"*

03

# Course Management

In its firm commitment to offering the most up-to-date and innovative academic program and innovative academic program, TECH has brought together true professionals from the advertising industry. With many years of experience behind them, the faculty brings a creative and innovative approach to the advertising process. For this reason, this training provides graduates with the most effective strategies to attract the attention of consumers. To achieve this, the teaching staff focuses on the use of the latest generation of tools with which students will give students a leap in quality in their professional careers.







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*You will have access to the best didactic materials from the hands of a highly qualified teaching staff that will provide you with a totally innovative vision of advertising”*

## 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*

## Professors

### Mr. Morro, Pablo

- ♦ Art Director at Z1
- ♦ Stage Manager at Monkey Week SON Estrella Galicia
- ♦ Senior Art Director at Ruiz Nicoli Líneas
- ♦ Stage Manager at Festival Meridiano Cero
- ♦ Senior Art Director at Arena Media Communications
- ♦ Lecturer in Graphic Design Assistant Technician courses in the Community of Madrid
- ♦ Degree in Communication Sciences
- ♦ Specialization in Advertising and Public Relations
- ♦ Official Adobe Professional Web Design Course, with specialization in Web Design in Web Design





# 04

## Structure and Content

In its maxim of guaranteeing effective learning, the resources of this Postgraduate Diploma are supervised by experts in the advertising industry. In this same line, the teachers have prepared materials that stand out for having the most updated information and the most modern techniques for the graduates to develop their skills. To achieve this, the academic itinerary is supported by the Relearning system. Through this methodology developed by TECH, the most relevant aspects are reiterated to stimulate learning retention.





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*Thanks to TECH's resources, you will become a creative expert and will be able to lead teams in the most prestigious companies in the advertising sector"*



## Module 1. Creative Publicist

- 1.1. What is Creativity
  - 1.1.1. Definitions
  - 1.1.2. Constantly changing creative models. New technologies, need for greater efficiency
  - 1.1.3. Challenges for creatives in the development of innovative strategies The Benefits of Collaboration
  - 1.1.4. Professions where creativity is in demand
  - 1.1.5. People who stood out for their exceptional creativity
- 1.2. The best conditions to create. The generation of ideas
  - 1.2.1. Phases of Creativity
  - 1.2.2. Focus on the problem
  - 1.2.3. Relax, enjoy
  - 1.2.4. Make a mistake
  - 1.2.5. Play and techniques to stimulate the game
- 1.3. The creative subject
  - 1.3.1. Demands on the creative
  - 1.3.2. Stability
  - 1.3.3. The creative's kryptonite
  - 1.3.4. Falling in love with the project
  - 1.3.5. Good or bad creative?
  - 1.3.6. The creative's memory
- 1.4. Challenges for creatives in the development of innovative strategies
  - 1.4.1. Customer relations: companies, individuals, organizations, territories
  - 1.4.2. Relationships with other stakeholders: suppliers (photographers, planners, speakers, designers...), colleagues, agency managers, artificial intelligence... etc
  - 1.4.3. Relations with consumers
  - 1.4.4. The importance of team building
- 1.5. The context of a creative project
  - 1.5.1. Market introduction of an innovative product
  - 1.5.2. Strategy for approaching creativity
  - 1.5.3. Complex products or services
  - 1.5.4. Personalized communication



- 1.6. Types of advertisements. Creative and non-creative
    - 1.6.1. Innovative, generic, imitations, etc
    - 1.6.2. Differences between original
    - 1.6.3. Ways to get customers with creativity
  - 1.7. Artistic creativity in communication
    - 1.7.1. 21 reasons to be creative
    - 1.7.2. What we call art in communication
    - 1.7.3. Artistic referents of advertising creativity
  - 1.8. New creative challenges
    - 1.8.1. New channels, technologies, trends, etc
    - 1.8.2. The development of a new format
    - 1.8.3. The need to implement new technologies in an innovative ad
    - 1.8.4. The entry of competitors
    - 1.8.5. Life cycle of an idea
    - 1.8.6. Sustainability, inclusive language
  - 1.9. Trends in advertising creativity
    - 1.9.1. Role of customers in decision making
    - 1.9.2. New methods and media
    - 1.9.3. New Technologies
  - 1.10. Limits of advertising creativity
    - 1.10.1. Access to the most innovative ideas
    - 1.10.2. The cost of a good idea
    - 1.10.3. The relevance of a message
    - 1.10.4. The decision map
    - 1.10.5. Finding the right balance
- Module 2. Digital creativity**
- 2.1. What is digital creativity?
    - 2.1.1. Digital technologies to create
    - 2.1.2. Digital techniques to boost creativity
    - 2.1.3. Conclusions
  - 2.2. Differences between digital advertising and digital marketing
    - 2.2.1. Description of digital marketing
    - 2.2.2. Description of digital advertising
    - 2.2.3. Conclusions
  - 2.3. Creativity in digital advertising
    - 2.3.1. Banners
    - 2.3.2. Search Ads
    - 2.3.3. Video ads
    - 2.3.4. Native ads
    - 2.3.5. Social media ads
    - 2.3.6. Display advertising
    - 2.3.7. Augmented reality ads
    - 2.3.8. Email advertisements
  - 2.4. Creativity in digital marketing
    - 2.4.1. Content generation
    - 2.4.2. Relevance and value
    - 2.4.3. Diversity of formats
    - 2.4.4. Positioning as an expert
    - 2.4.5. Frequency and consistency
    - 2.4.6. Measuring results
  - 2.5. SEO (*Search Engine Optimization*)
    - 2.5.1. Search Engine Optimization
    - 2.5.2. SEO Metrics
    - 2.5.3. Conclusions
  - 2.6. E-mail Marketing
    - 2.6.1. Promotion of products and services
    - 2.6.2. News and relevant information
    - 2.6.3. Follow-up and loyalty
    - 2.6.4. Automation
  - 2.7. Social media marketing
    - 2.7.1. Increased reach and visibility
    - 2.7.2. Fostering a community
    - 2.7.3. Creating inspirational content
    - 2.7.4. Generating leads and conversions
    - 2.7.5. Collaborations with influencers
    - 2.7.6. Feedback and improvement
    - 2.7.7. Branding and authority

- 2.8. Affiliate marketing
  - 2.8.1. Targeting strategies
  - 2.8.2. Search Tools
  - 2.8.3. How to apply creativity
  - 2.8.4. Examples:
- 2.9. Influencer Marketing
  - 2.9.1. Targeting strategies
  - 2.9.2. Search Tools
  - 2.9.3. How to apply creativity
  - 2.9.4. Examples:
- 2.10. Social media plan
  - 2.10.1. Structure and basic content
  - 2.10.2. Creative examples
  - 2.10.3. Conclusions

### Module 3. Creativity in social networks

- 3.1. Creativity in TikTok
  - 3.1.1. Technical aspects of use
  - 3.1.2. How to be creative in TikTok
  - 3.1.3. Examples:
- 3.2. Creativity in X
  - 3.2.1. Technical aspects of use
  - 3.2.2. How to be creative in X
  - 3.2.3. Examples:
- 3.3. Creativity on Facebook
  - 3.3.1. Technical aspects of use
  - 3.3.2. How to be creative on Facebook
  - 3.3.3. Examples:
- 3.4. Creativity on Instagram
  - 3.4.1. Technical aspects of use
  - 3.4.2. How to be creative on Instagram
  - 3.4.3. Examples:







- 3.5. Creativity on LinkedIn
  - 3.5.1. Technical aspects of use
  - 3.5.2. How to be creative on LinkedIn
  - 3.5.3. Examples:
- 3.6. Creativity on YouTube
  - 3.6.1. Technical aspects of use
  - 3.6.2. How to be creative on YouTube
  - 3.6.3. Examples:
- 3.7. Creativity on Whatsapp
  - 3.7.1. Technical aspects of use
  - 3.7.2. How to be creative in Whatsapp
  - 3.7.3. Examples:
- 3.8. Creativity for blogs
  - 3.8.1. Technical aspects of use
  - 3.8.2. How to be creative in a blog
  - 3.8.3. Examples:
- 3.9. Creativity for newsletters
  - 3.9.1. Technical aspects of use
  - 3.9.2. How to be creative in a newsletter
  - 3.9.3. Examples:
- 3.10. Creativity in Wikipedia
  - 3.10.1. Technical aspects of use
  - 3.10.2. How to be creative on Wikipedia
  - 3.10.3. Examples:

05

# 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.



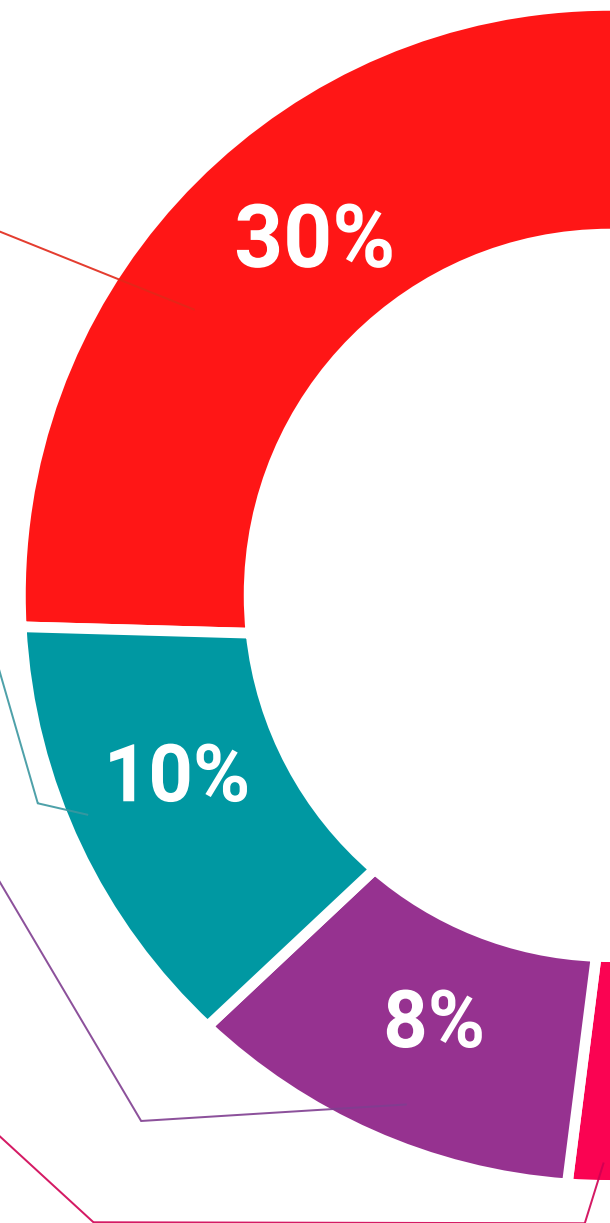
#### Practising Skills and Abilities

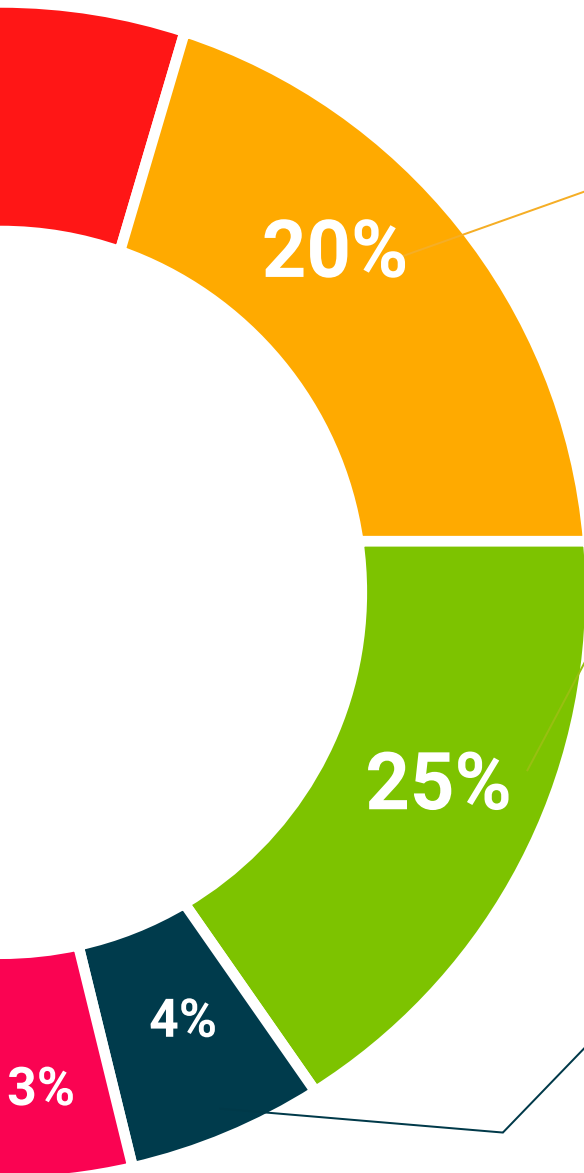
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



#### 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.



06

# Certificate

The Postgraduate Diploma in Creative Advertising Strategies 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 university qualification without having to travel or fill out laborious paperwork”*

This **Postgraduate Diploma in Creative Advertising Strategies** 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.

Program: **Postgraduate Diploma in Creative Advertising Strategies**

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  
development language  
virtual classroom

**tech** technological  
university

Postgraduate Diploma  
Creative Advertising  
Strategies

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

# Postgraduate Diploma

## Creative Advertising Strategies

