

Postgraduate Diploma

Creative Development of Advertising Campaigns



Postgraduate Diploma Creative Development of Advertising Campaigns

- » 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-creative-development-advertising-campaigns

Index

01

Introduction

p. 4

02

Objectives

p. 8

03

Course Management

p. 12

04

Structure and Content

p. 16

05

Methodology

p. 22

06

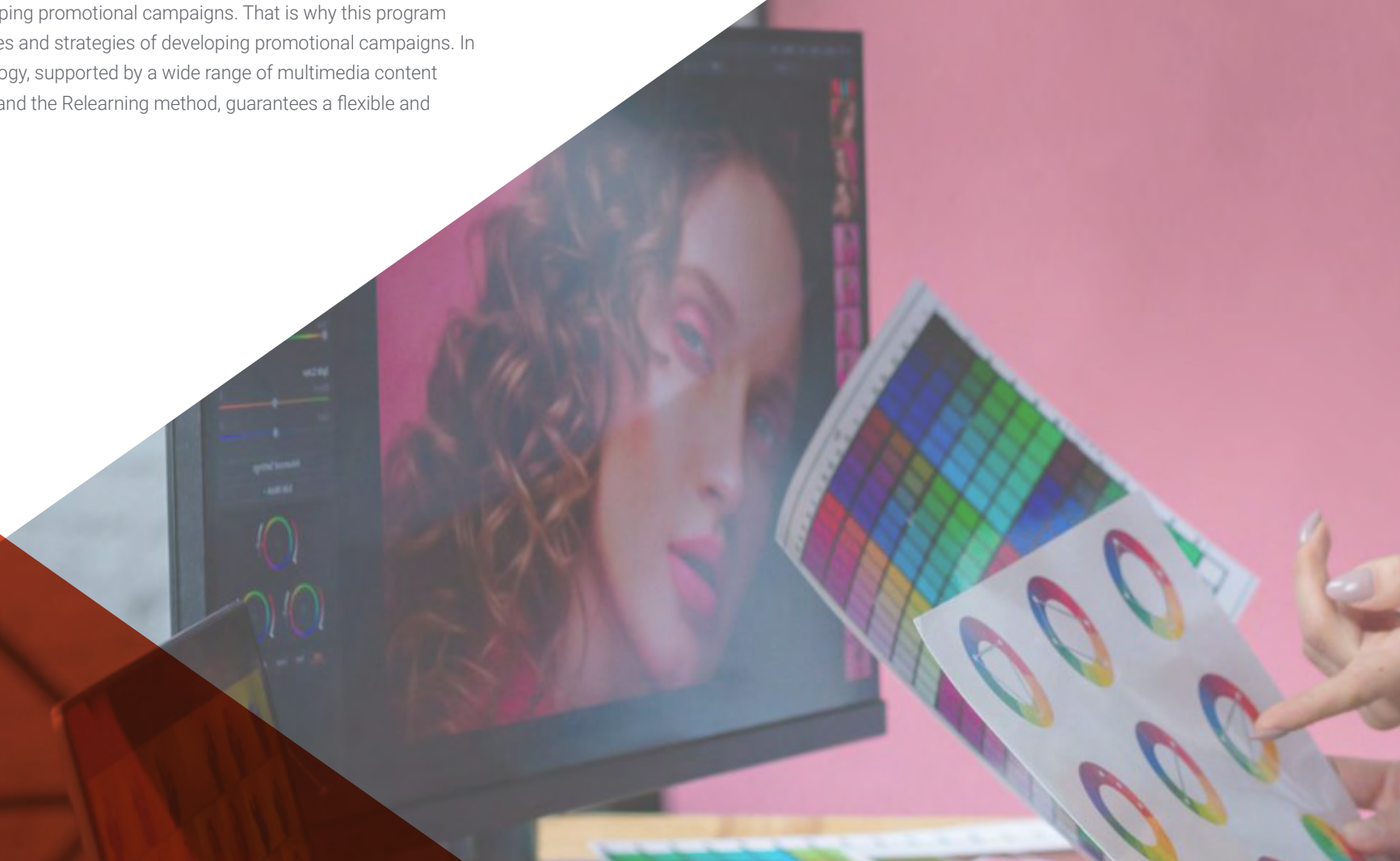
Certificate

p. 30

01

Introduction

The advertising reality has become increasingly competitive with different brands innovating in their content generation strategy. This causes the audience to demand to be surprised in order to capture their attention. In this context, both originality and high specialization have become a necessity for communicators and creatives. That is why this program offers a deep dive into the key challenges and strategies of developing promotional campaigns. That is why this program offers a deep dive into the key challenges and strategies of developing promotional campaigns. In addition, TECH's 100% online methodology, supported by a wide range of multimedia content by a wide range of multimedia content and the Relearning method, guarantees a flexible and effective educational experience.





“

*Enroll now in this 100%
online program to boost your
career and develop impactful
advertising campaigns”*

The advertising industry is in a constant state of evolution, marked by changing creative models, the emergence of new technologies and the growing demand for greater efficiency in campaign execution. This context requires advertising professionals to keep up with the latest trends, as well as to acquire skills that allow them to stand out. It is in this scenario that this TECH Global University program is presented as an essential resource, providing practical and strategic training to excel in this dynamic field.

Thus, the agenda of this Postgraduate Diploma in Creative Development of Advertising Campaigns specifically addresses contemporary challenges, delving into constantly changing creative models and the efficient integration of new technologies in advertising campaigns. It also delves into the need to develop multiplatform, crossmedia and transmedia content to effectively connect with diverse audiences and in different channels. In addition, it will delve into the optimization of Storytelling in different media both online and offline. This approach not only adapts to current demands, but also anticipates and prepares graduates for future challenges.

In terms of methodology, it stands out for being 100% online, allowing professionals to access training without geographical restrictions. The Relearning methodology is presented as an effective approach, based on the repetition of key concepts to fix knowledge and facilitate continuous learning. This combination of flexibility and practical approach ensures that students not only acquire theoretical knowledge, but also develop skills that are immediately applicable in the workplace.

This **Postgraduate Diploma in Creative Development of Advertising Campaigns** 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 Development Creative of political Advertising
- ♦ The graphic, schematic and eminently practical contents with which it is conceived provide cutting- Therapeutics and practical information on those disciplines that are essential for professional practice
- ♦ Practical exercises where the self-assessment process can be carried out to improve learning
- ♦ Its special emphasis on innovative methodologies
- ♦ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ♦ Content that is accessible from any fixed or portable device with an Internet connection



Take your professional career to another level with this Postgraduate Diploma where you will address the relationship between the advertiser and other stakeholders"

“

You will deepen in the need to implement new technologies to achieve an innovative advertisement”

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.

Upgrade your skills in effective content marketing strategies at the best digital university in the world according to Forbes.

Enroll and you will master advanced storytelling skills to captivate your audience and generate lasting impressions on users.



02

Objectives

The design of this Postgraduate Diploma program has as its main objective to train students in the Creative Development of Advertising Campaigns. To this end, it delves into the essential skills to excel in a constantly changing and competitive advertising environment. In addition, this program delves into the relevance that Branded Content has acquired and the added value provided by its symbiosis with content marketing. All these goals are achieved in a simple and effective way thanks to the use of the innovative Relearning methodology.





“

More than 450 hours of the best multimedia content to meet all your objectives await you in this university degree”



General Objectives

- ♦ 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
- ♦ Assimilate the theoretical/practical knowledge that allows performing the creative functions from any perspective
- ♦ Know in depth the relationship between the creative and the rest of the agents that participate in the gestation of the commercial communication
- ♦ Show and assess the new trends that professionals in this sector will encounter now and in the future
- ♦ Train the professional, by means of the necessary skills, to improve problem solving and develop the essential professional competences
- ♦ Know in depth the new projects of value for commercial communication
- ♦ Show the vision of creativity as a collaborative agent in the development of communication
- ♦ Gain in-depth knowledge of the latest tools to support creativity
- ♦ Develop actions and initiatives to improve creative results, in collaboration with the other actors involved in their conception
- ♦ Use creativity support tools





Specific Objectives

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. Branded Content

- ♦ Highlight the importance of branded content and its relationship with content marketing
- ♦ Explain what branded content is and its similarities with traditional advertising
- ♦ Detail the requirements for the creation of branded content
- ♦ Discuss the types of branded content that can succeed
- ♦ Point out the characteristics of viral videos and their utilities
- ♦ Present content marketing as an essential component of new communications
- ♦ Understanding storytelling and its distribution on multiple platforms and social networks
- ♦ Study the characteristics and differences of virtual events

Module 3. Competencies of an advertising creative

- ♦ Analyze the professional skills needed to succeed in the creative advertising field
- ♦ Learn how to creatively search for jobs, build a strong personal brand, and handle unemployment and industry changes
- ♦ Learn how to act on the job, both in times of success and failure, and how to integrate into the work environment
- ♦ Discover the careers of creative professionals and outstanding companies in the fields of marketing and advertising
- ♦ Help you understand what success means and how to achieve it
- ♦ Address what the life of a creative is like, both on and off the job
- ♦ Learn how to get the most out of the creative profession



Become an exceptional advertising creator and exceed your professional goals. Enroll now!"

03

Course Management

In its maxim of offering an elite education for all, TECH has experts with an outstanding trajectory in the field of Creative Development of Advertising Campaigns. The extensive experience of these professionals guarantees effective training adapted to the current demands of the industry. With their practical knowledge and strategic insight, graduates will not only receive theoretical preparation, but also a deep immersion in real-world challenges and opportunities. These reputable advertising professionals will guide students through the 6-month academic development.



NEVER ENDING

CREATIVITY

Shaping up your business

GET START



“

You will master strategic skills that will catapult you to success at the hands of leaders in the creative advertising field”

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

Ms. Pino Tovar, Esther

- ♦ Director at Creative Director and Illustrator
- ♦ Co-founder of Creative Director & Illustrator
- ♦ Freelance writer at Naming
- ♦ Creative director at DoubleYou
- ♦ Degree in Advertising and Public Relations at the Barcelona University
- ♦ Diploma in Teaching from the Alcalá University



04

Structure and Content

The Postgraduate Diploma in Creative Development in Advertising Campaigns offers a comprehensive immersion in the challenges and strategies essential to excel in the industry. The curriculum delves into the challenges creatives face in developing innovative strategies, providing practical tools to overcome obstacles and foster originality. In addition, it delves into crucial concepts such as content marketing, revealing how to build persuasive narratives to captivate audiences. It also addresses, through 450 hours of multimedia content, realistic situations, training students on how to act when a brand loses credibility in the industry.





“

With TECH's syllabus you will stand out in a constantly evolving advertising industry"

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 Types of
 - 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

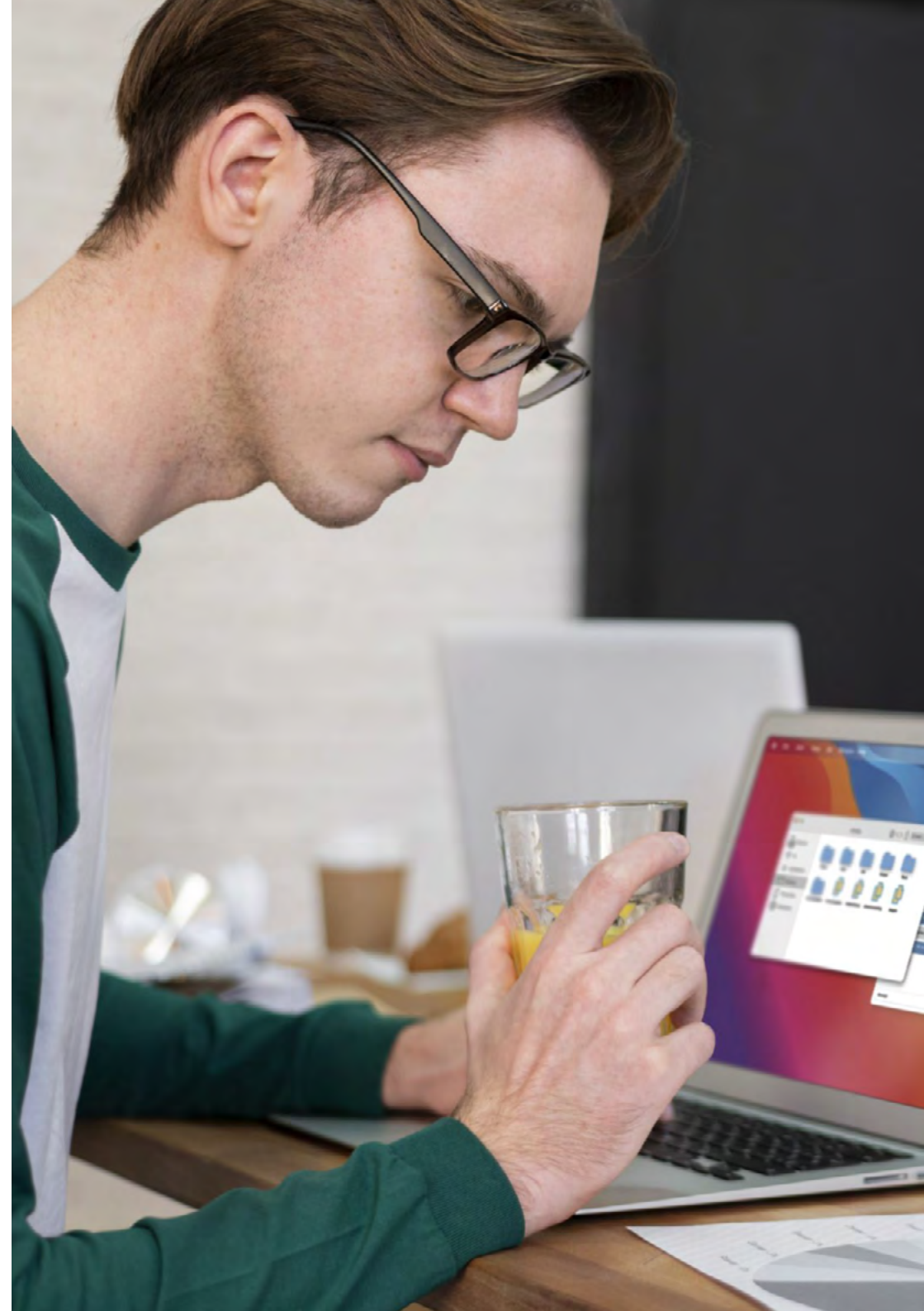
Module 2. Branded Content

- 2.1. What is branded content?
 - 2.1.1. How is advertising similar to branded content?
 - 2.1.2. What is needed to create it
 - 2.1.3. Typology
 - 2.1.4. What content will be successful
 - 2.1.5. Characteristics of viral videos
 - 2.1.6. Utilities

- 2.2. What is Content Marketing?
 - 2.2.1. Relevant and useful content
 - 2.2.2. Interactive content
 - 2.2.3. Storytelling
 - 2.2.4. Multiplatform, crossmedia and transmedia content.
 - 2.2.5. Added value
 - 2.2.6. Creativity in social networks
 - 2.2.7. How to succeed in social networks
 - 2.2.8. How to make our contents reach
- 2.3. Multimedia creativity
 - 2.3.1. Podcast
 - 2.3.2. **Videocast**
 - 2.3.3. *Photosaring*
 - 2.3.4. Presentation platform
 - 2.3.5. Videos
- 2.4. What is an event?
 - 2.4.1. What Is It?
 - 2.4.2. Difference between the creativity of an advertisement and that of an event.
 - 2.4.3. The interactivity of an advertisement and the interactivity of an event
- 2.5. Why an event is held
 - 2.5.1. Celebration and entertainment
 - 2.5.2. Marketing and promotion
 - 2.5.3. Education and Training
 - 2.5.4. Networking and connections
 - 2.5.5. Social responsibility and fundraising
- 2.6. How the event idea is created
 - 2.6.1. How to generate creative ideas
 - 2.6.2. How to develop a detailed proposal
 - 2.6.3. Conclusions
- 2.7. Where and how to organize an event
 - 2.7.1. The right event in the right place
 - 2.7.2. The right budget
 - 2.7.3. No room for improvisation
 - 2.7.4. The right food
 - 2.7.5. What can go wrong at an event. Examples:
 - 2.7.6. A plan B
- 2.8. How to excite in an event
 - 2.8.1. Surprise in events
 - 2.8.2. Empathy in events
 - 2.8.3. Feelings
- 2.9. Creativity throughout the organization process
 - 2.9.1. Creativity in the generation of the idea
 - 2.9.2. Creativity in the design of the experience
 - 2.9.3. Creativity in planning and logistics
 - 2.9.4. Creativity in the design of materials and promotion
 - 2.9.5. Creativity in the development of interactive and participatory experiences
 - 2.9.6. Surprises and unexpected elements
 - 2.9.7. Creativity in entertainment and content
 - 2.9.8. Creativity in on-the-fly problem-solving
 - 2.9.9. Creativity even at pick-up time
 - 2.9.10. Pre-event and post-event creativity
- 2.10. Virtual events
 - 2.10.1. What is a virtual event
 - 2.10.2. Differences between a virtual event and a face-to-face
 - 2.10.3. Creativity in virtual events

Module 3. Competencies of an advertising creative

- 3.1. Professions
 - 3.1.1. Professions related to marketing
 - 3.1.2. Professions related to advertising
 - 3.1.3. Examples
- 3.2. How to spot talent
 - 3.2.1. Skills related to advertising creativity
 - 3.2.2. Activities related to advertising creativity
 - 3.2.3. Examples:
- 3.3. How to get a job in advertising creativity
 - 3.3.1. How to apply for a job in a creative way
 - 3.3.2. How to build a brand that will guarantee you job stability
 - 3.3.3. How to face a period of unemployment
 - 3.3.4. How to adapt to changes in the industry
- 3.4. How to act in the workplace
 - 3.4.1. When you are successful
 - 3.4.2. When you fail
 - 3.4.3. How to integrate
- 3.5. How to act when your brand loses credibility in the industry
 - 3.5.1. Repositioning the brand
 - 3.5.2. Reactivate the brand
 - 3.5.3. Examples:
- 3.6. Trajectories of creative references
 - 3.6.1. Marketing creatives
 - 3.6.2. Advertising creatives
 - 3.6.3. Examples
- 3.7. Reference companies' trajectories
 - 3.7.1. Companies and marketing departments
 - 3.7.2. Advertising companies
 - 3.7.3. Examples





- 3.8. How to succeed
 - 3.8.1. What is success
 - 3.8.2. Think well and you will be right
 - 3.8.3. Examples
- 3.9. How is the life of the creative
 - 3.9.1. At Work
 - 3.9.2. Outside of work
 - 3.9.3. Conclusions
- 3.10. How to enjoy the creative profession
 - 3.10.1. Passion for creativity
 - 3.10.2. Managing stress and creative block
 - 3.10.3. Cultivating personal creativity

“

With this program you will master creative briefs and persuasive proposals to clients. Don't hesitate any longer and join this Postgraduate Diploma"

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.



“

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

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.



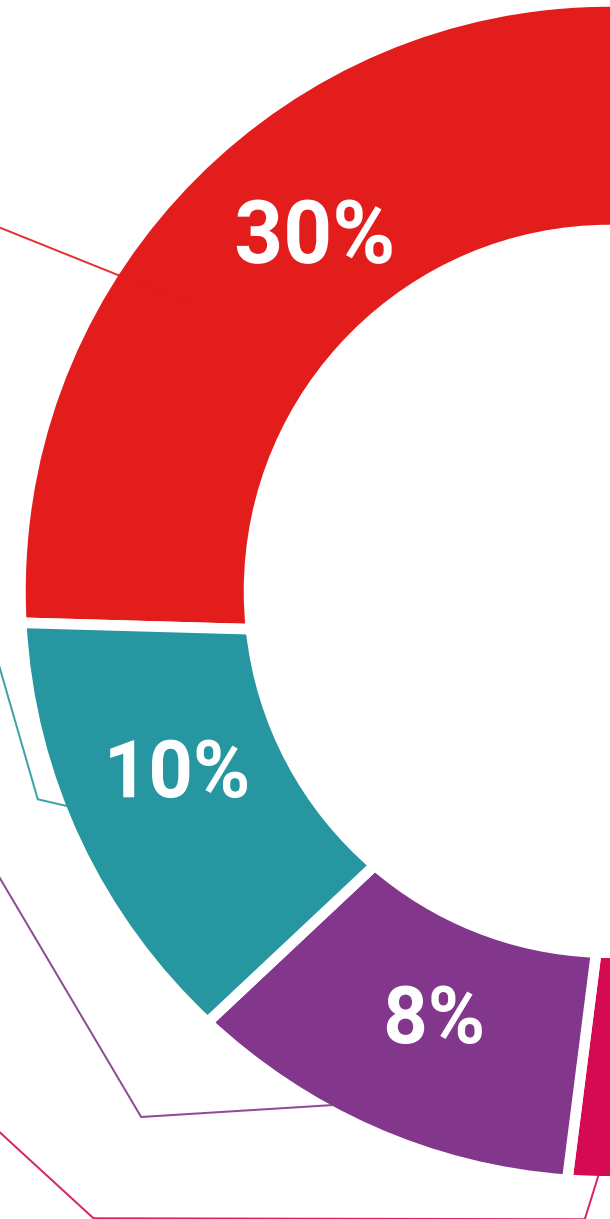
Practising Skills and Abilities

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 Development of Advertising Campaigns 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 university qualification without having to travel or fill out laborious paperwork”

This program will allow you to obtain your **Postgraduate Diploma in Creative Development of Advertising Campaigns** 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 Creative Development of Advertising Campaigns**

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
online training
development language
virtual classroom



Postgraduate Diploma Creative Development of Advertising Campaigns

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

Postgraduate Diploma

Creative Development of Advertising Campaigns

