Professional Master's Degree
Advertising Creativity

tech *technological university*

Professional Master's Degree
Advertising Creativity

- » Modality: **online**
- » Duration: **12 months**
- » Certificate: **TECH Technological University**
- » Dedication: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **online**

Website: **www.techtitute.com/pk/journalism-communication/professional-master-degree/master-advertising-creativity**

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01

Introduction

Reinventing the familiar and revolutionizing the market through innovation have become the main challenges for advertising in an increasingly aggressive commercial context. Based on this, effectively capturing the public's attention in a world in which people are subjected to dozens of stimuli at the same time and through multiple channels is, therefore, the challenge that today's creatives have to face. This program provides the keys to achieve it through an unparalleled and 100% online academic experience. A degree that will enhance in the advertiser the generation of revolutionary ideas through the best tools and with the support of a teaching team of the highest professional level.

Strengthen your professional future as a creative with this Professional Master's Degree and revolutionize the advertising market with the best strategies"

Being creative in a world where it is believed that everything has been invented is, without a doubt, one of the most complicated challenges to take on. As a result, the advertising profession is facing a complex era in which multidisciplinary and multiplatform thinking is highly valued. Thus, every year, events such as the Super Bowl push the boundaries of imagination, intermingling styles, media and concepts to achieve a clear objective: to capture the attention of an audience that is increasingly subjected to more and more stimuli in their daily lives. It is, therefore, a field in constant evolution that seeks to surprise and connect by going beyond the limits of what is known.

Likewise, TECH and its team of experts have considered it necessary to develop a program that will serve as a guide for its professionals, bringing together the most effective and innovative advertising concepts in an academic experience of the highest level. Thus arises the present program, a complete and flexible degree designed by the best specialists, which combines, in 1,500 hours of the best theoretical, practical and additional content, all the information necessary to master, in less than 12 months, creativity from multiple perspectives and through the comprehensive management of the most complex and effective digital tools.

A unique opportunity to raise your level by the hand of the best, and with an experience that promises multidisciplinarity through the inclusion of the best material: images, detailed videos, research articles, news, self-knowledge questionnaires, summaries, diagrams and much more. All this compacted in a convenient 100% online format, without schedules or face-to-face classes, providing an academic experience completely adapted to the demand and needs of the graduate. In addition, the entire content can be downloaded to any device with an internet connection. Thus, TECH guarantees a course of the highest level that will enhance the skills of the advertising creative from a comfortable, innovative and revolutionary perspective.

This **Professional Master's Degree in Advertising Creativity** contains the most complete and up-to-date scientific program on the market. The most important features include:

- Case studies presented by experts in Advertising and Marketing Communications
- The graphic, schematic and practical contents of the book provide technical and practical information on those disciplines that are essential for professional practice
- Practical exercises where self-assessment can be used 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

A program that will propose creative challenges to help you develop the necessary skills to succeed as an advertiser"

" *The program includes the best recommendations to create from scratch and overcome the most famous campaigns in the history of advertising"*

You will master the main creative software in less than 12 months.

You will become a creative leader with innovative ideas.

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.

02
Objectives

The advertising field is constantly evolving. Therefore, the development of this program has been carried out with the aim of bringing together, in a single program, the necessary concepts that allow the professional to elevate their creative talent to the maximum. In this way, we have been able to gather the latest and most complete information on this field, designing and complete information on this field, designing an academic experience that will not only raise the graduate's knowledge to the highest level, but will also provide the keys to perfect their skills in less than 1 year.

Whatever your goals are, with TECH and this Master's Degree you will achieve them in less time than you think"

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

- Analyze and know different structures of creative departments

- 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

- Understand the creative process through testing in its different forms and expressions

- Knowing the strategies of access to the labor market

- Develop creative communication skills to improve the relationship between the brand and the consumer

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. The generation of advertising ideas

- Stimulate the generation of innovative ideas
- Highlighting the value of the creative environment
- Explain the activity of creative thinking
- Detail how the advertising creative thinking software works
- Enhancing team creativity
- Draw inspiration from the creative legacy of others
- Explore creativity in different fieldsThe generation of ideas Advertising

Module 3. How to create ads

- Explain how creative thinking in advertising works and its strategic importance
- Analyze in detail the target audience and the use of insight in advertising
- Understand how the advertising message is structured
- Explore different spaces for creativity in communication
- Highlight the importance of art direction and its implementation while respecting the brand style
- To glimpse the future of creative research

Module 4. How to create a brand

- Analyze psychological advertising models
- Explore creative currents in advertising
- Explaining the importance and usefulness of branding
- Addressing key concepts in brand building
- Present the logical steps in brand building
- Show the differences between a claim and a slogan
- Analyze creativity in media planning
- Discover the current context of brands

Module 5. 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 6. 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 7. 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

Module 8. Personal branding and political campaigns

- Study the development of personal branding and strategies applied to political campaigns
- Explore the importance of personal branding and how to promote it creatively
- Delve into personal brand development strategies
- Address creative networking strategies
- Learn how to plan political campaigns
- Learn about the candidate's capabilities

Module 9. Applied advertising creativityCreative Publicist

- Investigate the possibilities of the metaverse, artificial intelligence (AI) and neuroscience
- Discover what the metaverse is and how it is impacting creativity
- Delve into the business insights of the metaverse
- Examine how AI is changing content creation and consumption, and its influence on the creative workplace
- Look into the future and explore the creative opportunities of this new era
- Analyze how brands can excel in the metaverse and how this affects distribution and the relationship with consumers
- Learn the skills and attitudes needed to thrive in this ever-changing environment
- Discover various creative opportunities, such as immersive experiences, brand avatars, virtual events, etc
- Study the relationship between neuroscience and creativity

Module 10. 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

An academic experience that will allow you to blur the boundaries of imagination through the development of the best creative strategies"

03
Skills

One of TECH's top priorities is, in addition to providing graduates with the best and most updated theoretical knowledge, to provide them with the keys and tools to improve their professional skills. For this reason, this Professional Master's Degree will help the creative to enhance their skills through the approach of the best advertising strategies. the approach of the best advertising strategies, as well as the keys to master their tools. All this in less than 12 months of a multidisciplinary experience that will mark a before and after in their professional career.

The development of real case studies will allow you to perfect your skills and discover how far you can go with your creative talent"

General Skills

- Delve into the critical view of advertisements and content
- Designing effective strategies in work teams and with other departments
- Delve into conflict resolution in the work environment
- Implementing emotional intelligence in the commercial communication sector
- Interpret the priorities of brands and their development within an ethical framework
- Manage databases and statistics to review results
- Use existing information in commercial communication as a strategy for updating knowledge
- Provide training to communicate information to the client and its target audience

"

More than 1,500 hours of the best theoretical, practical and additional content compacted into a convenient and flexible 100% online format"

Specific Skills

- Analyze the creative subject
- Differentiate between being a"good" and"bad" creative
- Apply rhetorical thinking in business communication
- Discover the diversity that creativity offers
- Explore digital creativity and advertising in the digital world
- Address the importance of creativity in creating impactful ads
- Address creative strategy in advertising
- Introduce creative media strategies
- Explore multimedia creativity
- Learn how to apply creativity in event organization
- Delve into affiliate marketing
- Present a social media plan outlining the structure and basic content
- Analyze in detail the campaign strategy, the political brand identity, the human team and a project model
- Devise strategies to mobilize voters
- Identify your target audience
- Explore the NFT revolution
- Explore the marketing and advertising professions, helping you identify your talents and develop key skills
- Master strategies to regain your brand's credibility if it is compromised

04
Course Management

For the conformation of the teaching staff of the teaching staff of this Professional Master's Degree, TECH has selected the best creatives, professionals of the highest level with a multidisciplinary background in the field of advertising. This is a group of experts who have invested hundreds of hours in the design of this academic experience, including their own experience, bringing the graduate closer to the reality of the current work context, both in the digital and offline environment.

A team of renowned advertising and creative professionals has designed this academic experience for you to master, through their experience, an evolving context"

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. Fernández, Jorge David

- Advertising Specialist
- University Professor at the Seville University
- Researcher
- Author of a variety of publications such as Strategic advertising Mechanisms: from copy strategy to iconic brands

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

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

Mr. Tabares, Esteban

- Creative Director at Rocksteady Advertising
- Creative Director and Founder of Rocksteady Advertising
- Creative Director at Tangoº Agency
- Creative Director at Geometry Global
- Creative Director at Ogilvy Action
- Degree in Advertising and Public Relations
- Underground BA Creativity School
- Triple PostGraduate Certificate in Conceptualization, Copywriting and Art Direction

Ms. Pita, Eva

- CEO of L'Evita Creatividad
- Graduate in Advertising from the Barcelona University

05
Structure and Content

This program in Advertising Creativity consists of 1,500 hours of the best theoretical, practical and additional content. In addition, the syllabus has been developed based on the based on the prestigious and effective Relearning methodology, which consists of the reiteration of the most important concepts throughout each module. This promotes a natural and progressive learning process, guaranteeing, also, a more effective fixation of concepts. All this, added to its 100% online format, makes this academic experience a unique opportunity to raise the talent of graduates in a convenient, flexible and highly capacitating way in less than 12 months.

"Thanks to TECH's curriculum you will excel 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

    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-creativeTypes of
    1.6.1.   Innovative, generic, imitations..
    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
    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. The generation of advertising ideas

2.1.   What Does It Take to Get to the Idea
    2.1.1.   State the problem
    2.1.2.   Stopping to think, the first step to differentiate yourself
    2.1.3.   Think, reflect, think again... and so on for several days
    2.1.4.   Convincing yourself to get there
    2.1.5.   A creative environment stimulates creativity
    2.1.6.   How your creativity is contagious
    2.1.7.   Get out of the office, live, enjoy
    2.1.8.   The creative briefing
    2.1.9.   Creative demand
    2.1.10.   Break with the established
    2.1.11.   The key word: partnership
2.2.   Creative thinking
    2.2.1.   People who have theorized about creative thinking
    2.2.2.   Key aspects to stimulate creative thinking according to de Bono
    2.2.3.   Conclusions
2.3.   Creative Process
    2.3.1.   The creative concept
    2.3.2.   The creative strategy in function of the product life cycle
    2.3.3.   Launching strategies
2.4.   The advertising creative's software
    2.4.1.   Actions of creative advertising thinking
    2.4.2.   Phases
    2.4.3.   Possibilities of use
    2.4.4.   Safety rules
    2.4.5.   Thought process
2.5.   The Creative Team
    2.5.1.   The copy or copywriter
    2.5.2.   The designer and the art director
    2.5.3.   The creative director
    2.5.4.   The creative
    2.5.6.   Six thinking hats

Module 3. How to create ads

Module 4. How to create a brand

Module 5. Branded Content

Module 6. Digital creativity

Module 10. Competencies of an advertising creative

Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning.**
This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.

Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"

Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

"

At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world"

You will have access to a learning system based on repetition, with natural and progressive teaching throughout the entire syllabus.

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

A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch, which presents the most demanding challenges and decisions in this field, both nationally and internationally. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and professional reality is taken into account.

Our program prepares you to face new challenges in uncertain environments and achieve success in your career"

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They will have to combine all their knowledge and research, and argue and defend their ideas and decisions.

Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines 8 different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

In 2019, we obtained the best learning results of all online universities in the world.

At TECH, you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our university is the only one in the world authorized to employ this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.

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%
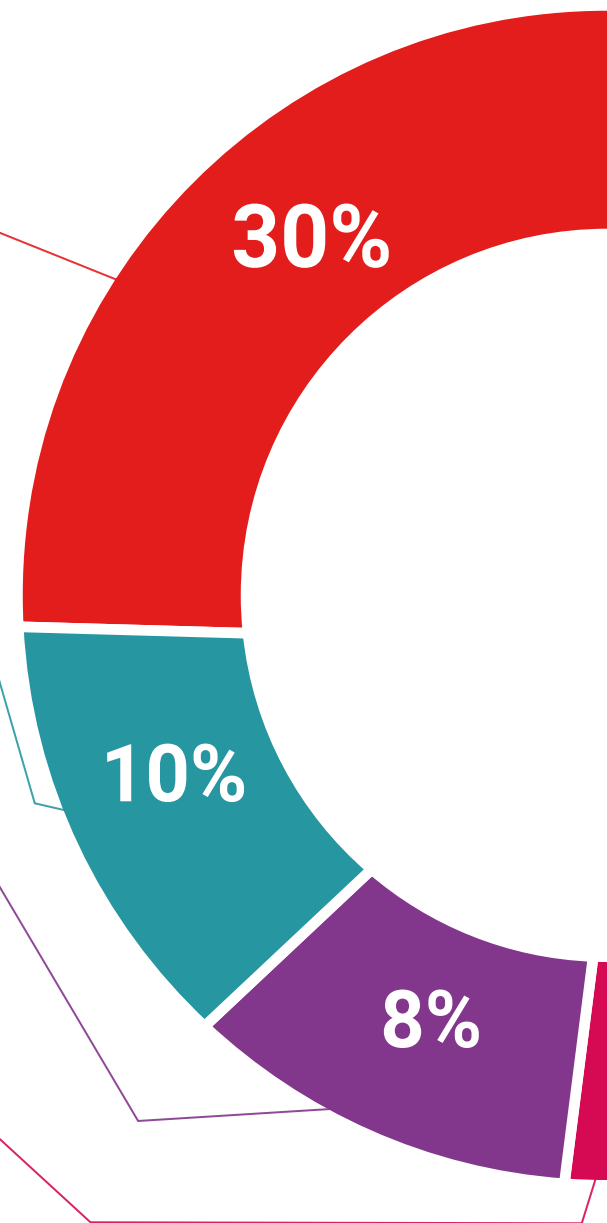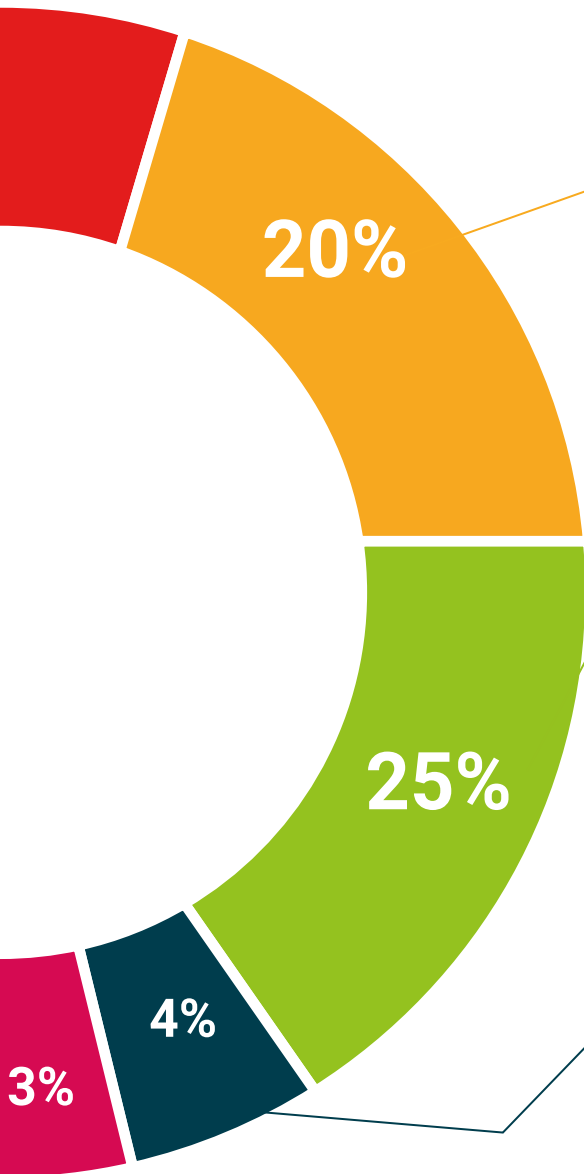
Case Studies

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.

Certificate

The Professional Master's Degree in Advertising Creativity guarantees students, in addition to the most rigorous and up-to-date education, access to a Professional Master's Degree issued by TECH Technological University.

"
*Successfully complete this program
and receive your university qualification
without having to travel or fill out
laborious paperwork"*

This **Professional Master's Degree in Advertising Creativity** contains the most complete and up-to-date scientific program on the market.

After the student has passed the assessments, they will receive their corresponding **Professional Master's Degree** diploma issued by **TECH Technological University** via tracked delivery*.

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

Title: **Professional Master's Degree in Advertising Creativity**

Official Nº of hours: **1,500 h.**

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tech technological university

Awards the following
CERTIFICATE
to

Mr./Ms. _____, with identification number _____.
For having successfully passed and accredited the following program

PROFESSIONAL MASTER'S DEGREE
in

Advertising Creativity

This is a qualification awarded by this University, equivalent to 1,500 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH is a Private Institution of Higher Education recognized by the Ministry of Public Education as of June 28, 2018.

June 17, 2020

Tere Guevara Navarro
Dean

Unique TECH Code: AFWORD23S   techtitute.com/certificates

Professional Master's Degree in Advertising Creativity

Subject type	Hours
Compulsory (CO)	1,500
Optional (OP)	0
External Work Placement (WP)	0
Master's Degree Thesis (MDT)	0
Total	1,500

General Structure of the Syllabus

Year	Subject	Hours	Type
1º	Creative Publicist	150	CO
1º	The generation of advertising ideas	150	CO
1º	How to create ads	150	CO
1º	How to create a brand	150	CO
1º	Branded Content	150	CO
1º	Digital creativity	150	CO
1º	Creativity in social networks	150	CO
1º	Personal branding and political campaigns	150	CO
1º	Applied advertising creativityCreative Publicist	150	CO
1º	Competencies of an advertising creative	150	CO

Tere Guevara Navarro
Dean

tech technological university

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*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.

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