

# Professional Master's Degree

## MBA in Advertising and Public Relations Management





## Professional Master's Degree MBA in Advertising and Public Relations Management

- » Modality: online
- » Duration: 12 months
- » Certificate: TECH Technological University
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtitute.com/us/journalism-communication/professional-master-degree/master-mba-in-advertising-and-public-relations-management](http://www.techtitute.com/us/journalism-communication/professional-master-degree/master-mba-in-advertising-and-public-relations-management)

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# 01

# Introduction

Currently, digital environments are living a golden age due to the millions of people who interact, purchase products or search for information. A space where companies and professionals can achieve large shares of success, but at the same time must maintain an excellent reputational image. This scenario has given a new boost to Advertising and Public Relations, which need professionals who know how to operate fluently in this context. This has prompted the creation of this program, where the journalist can delve into the communicative psychology and all those advertising elements necessary to achieve successful leadership. A 100% online program that provides the knowledge and tools necessary for the professional to grow in this field, being part of management teams in large advertising or communication agencies.





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*Thanks to this Professional Master's Degree  
you will have the most modern tools to  
transmit an effective business communication  
in digital environments"*

Capture, sell and persuade are still the predominant verbs that support Advertising and Public Relations. However, in recent years there has been an exponential increase in the tools used in communication, due in part to new technologies, which has forced a reformulation of strategies adapted to digital environments. Advertising companies and communication agencies are increasingly demanding more specialized professionals with extensive theoretical, technical and practical knowledge that will allow them to obtain successful results in their different advertising or communication campaigns.

This situation has motivated the creation of this Professional Master's Degree, especially aimed at journalists and communication specialists who want to lead advertising and public relations projects. Communicating effectively, transmitting the right message and solving any internal or external reputation crisis are just some of the points to be addressed by this university program. For this purpose, it will have an intensive and dynamic syllabus, thanks to multimedia content based on video summaries, videos in detail or interactive summaries.

A program where students will acquire the necessary knowledge to master the elements and processes of advertising languages, the fundamentals of the advertising system, creative strategy and corporate identity. All this forms the main theoretical and practical pillars that will allow the professional to make strategic decisions in the field of persuasive communication.

To this end, TECH offers a program with the most relevant information on Advertising and Public Relations management, which can also be easily accessed. Therefore, students only need an electronic device with an Internet connection to consult the entire syllabus available 24 hours a day on the virtual campus. With no classroom fixed class schedules, graduates are free to study this program whenever and wherever they wish.

This **MBA in Advertising and Public Relations Management** contains the most complete and up-to-date program on the market. The most important features include:

- ♦ Practical cases presented by experts in Advertising and Public Relations
- ♦ The graphic, schematic, and practical contents with which they are created, provide practical information on the 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



*TECH uses the Relearning system, with which you will be able to advance in this program in a more natural and fluid way. Click and enroll"*

“

*Learn about the advertising and public relations success stories of powerful brands such as Pepsi McDonald's or KFC”*

The program's teaching staff includes professionals from the sector who contribute their work experience to this training program, as well as renowned specialists from leading societies and prestigious universities.

The 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 immersive education programmed to prepare for real situations.

This program is designed around Problem-Based Learning, whereby the professional must try to solve the different professional practice situations that arise during the course. For this purpose, the students will be assisted by an innovative interactive video system created by renowned and experienced experts.

*This program will allow you to take a qualitative leap in your career and access positions of great responsibility in the field of Advertising and Public Relations.*

*You will be able to access the innovative multimedia content of this program 24 hours a day from your computer, with flexibility and convenience.*



# 02

# Objectives

This Professional Master's Degree offers communication professionals the knowledge and techniques necessary to successfully perform their career in the field of Advertising and Public Relations Management. For this purpose, it also has practical cases provided by a teaching team specialized in this area, which will allow them to approach in a more direct and real way to situations that may be encountered in their professional performance in this field.







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*You will be able to solve any company's reputation crisis with the innovative tools and strategies taught by this university program"*



## General Objectives

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- ♦ Acquire the necessary knowledge to communicate adequately in all areas, channels and networks using the appropriate languages for each communication style
- ♦ Master the key concepts of Advertising and Public Relations
- ♦ Know the fields of Advertising and Public Relations and their processes and organizational structures
- ♦ Develop creativity and appropriate strategies in Advertising and Public Relations



*Large communication agencies are looking for professionals like you. Take the step and acquire the knowledge you need to succeed in advertising"*



## Specific Objectives

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### Module 1. Advertising Theory

- ♦ Identify the roles of advertising and public relations professionals, as well as the main skills required in the performance of their professional practice
- ♦ Know the fundamental principles of human creativity and its application in the different forms of persuasive communication
- ♦ Know how to apply creative processes to the field of communication, especially advertising and public relations
- ♦ Know how to describe the structure of advertising agencies
- ♦ Identify the processes and organizational structures of the advertising and public relations process

### Module 2. Fundamentals of Public Relations

- ♦ Knowledge of the fields of advertising and public relations and their processes and organizational structures
- ♦ 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
- ♦ Relate advertising and public relations in a coherent manner with other social and human sciences

**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
- ♦ Explore the structure and transformation of today's society in terms of the features, forms and processes of Advertising Communication and public relations
- ♦ Recognize the elements, forms and processes of advertising languages and other forms of persuasive communication

**Module 4. Advertising and Public Relations Company**

- ♦ Encourage creativity and persuasion through different supports and different means of 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 the structure and organization of an advertising and public relations company

**Module 5. Introduction to the Psychology of Communication**

- ♦ Enable the student to relate advertising and public relations in a coherent manner with other social and human sciences
- ♦ Enable the student to understand the basic concepts and theoretical models of human communication, its elements and characteristics, as well as the role it plays in the psychological processes of advertising and public relations
- ♦ Prepare the student to identify and analyze the psychosocial, cognitive and emotional processes of advertising and public relations communication

**Module 6. Public Opinion**

- ♦ Recognize the basic concepts and theoretical models of human communication, its elements and characteristics, as well as the role it plays in the psychological processes of advertising and public relations
- ♦ Know how to reflect with theoretical soundness and empirical rigor on the processes by which the advertising and public relations professional helps build and express public opinion
- ♦ Identify multiple expressions, phenomena and processes of public opinion

### **Module 7. Advertising Language**

- ♦ Identify the fundamental principles of human creativity and its application in the different forms of persuasive communication
- ♦ Encourage creativity and persuasion through different supports and different means of communication
- ♦ Recognize significant and appropriate tools for the study of advertising and public relations

### **Module 8. Fundamentals of Communication in the Digital Environment**

- ♦ Train and prepare the student to use information and communication technologies and techniques, in the different combined and interactive media or media systems
- ♦ Enable the student to understand the importance of the Internet in the search and management of information in the field of advertising and public relations in its application to specific cases
- ♦ Train the student to have the ability to analyze, process, interpret, elaborate and structure digital communication
- ♦ Be able to analyze and optimize the use of new communication channels and strategies of digital media by advertising and public relations

### **Module 9. Corporate Identity**

- ♦ Train the student to understand the main debates and media events arising from the current situation and how they are generated and disseminated according to communication strategies and interests of all kinds
- ♦ Prepare the student to know the significant and appropriate tools for the study of advertising and public relations
- ♦ Understand the communication department within businesses and institutions
- ♦ Be able to apply the necessary techniques for the management of a communication department within companies and institutions
- ♦ Know how to organize events in the private and public sphere, following protocol guidelines

### **Module 10. Creativity in Communication**

- ♦ Enhance creativity for the development of advertising campaigns
- ♦ Deepen creativity and persuasive communication
- ♦ Analyze the research lines of creativity
- ♦ Identify the solution of problems by applying creativity



**Module 11. Leadership, Ethics and Social Responsibility in Companies**

- ♦ Analyze the impact of globalization on corporate governance and corporate management
- ♦ Evaluate the importance of effective leadership in the management and success of companies
- ♦ Define cross-cultural management strategies and their relevance in diverse business environments
- ♦ Develop leadership skills and understand the current challenges faced by leaders
- ♦ Determine the principles and practices of business ethics and their application in corporate decision making
- ♦ Structure strategies for the implementation and improvement of sustainability and social responsibility in business

**Module 12. People and Talent Management**

- ♦ Determine the relationship between strategic direction and human resources management
- ♦ Delve into the skills required for effective competency-based human resources management
- ♦ Delve into the methodologies for performance evaluation and performance management
- ♦ Integrate innovations in talent management and their impact on employee retention and loyalty
- ♦ Develop strategies for motivation and development of high performance teams
- ♦ Propose effective solutions for change management and conflict resolution in organizations

**Module 13. Economic and Financial Management**

- ♦ Analyze the macroeconomic environment and its influence on the national and international financial system
- ♦ Define information systems and Business Intelligence for financial decision making
- ♦ Differentiate key financial decisions and risk management in financial management
- ♦ Evaluate strategies for financial planning and obtaining business financing

**Module 14. Commercial Management and Strategic Marketing**

- ♦ Structure the conceptual framework and the importance of commercial management in companies
- ♦ Delve into the fundamental elements and activities of marketing and their impact on the organization
- ♦ Determine the stages of the marketing strategic planning process
- ♦ Evaluate strategies to improve corporate communication and the digital reputation of the company

**Module 15. Executive Management**

- ♦ Define the concept of General Management and its relevance in business management
- ♦ Evaluate the roles and responsibilities of the manager in the organizational culture
- ♦ Analyze the importance of operations management and quality management in the value chain
- ♦ Develop interpersonal communication and public speaking skills for the formation of spokespersons

# 03 Skills

This program will enhance the student's abilities and skills to be able to successfully develop in this field, as well as to undertake, if desired, the creation of a communication and advertising agency. To this end, this program provides, over 12 months, the necessary knowledge to learn the tools, structure and intensive work mode expected of a modern and avant-garde communication manager.





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*Enhance your creative skills and abilities  
with this university program. Enroll now”*



## General Skills

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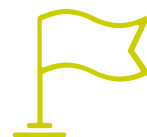
- ♦ Acquire the necessary skills for the professional practice of advertising and public relations with the knowledge of all the necessary factors to perform it with quality and solvency
- ♦ Know the most innovative tools applied to advertising

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*Be the architect of the next successful advertising campaign. This Professional Master's Degree provides you with the knowledge you need”*







## Specific Skills

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- ♦ Use knowledge of the advertising medium as a starting point for projects
- ♦ Work in the field of public relations
- ♦ Describe the different historical moments of advertising
- ♦ Know the competencies of the advertising and public relations fields
- ♦ Using the psychology of communication in campaigns
- ♦ Manage the relevant aspects of public opinion
- ♦ Use the most appropriate advertising language in each context
- ♦ Communication in the digital environment
- ♦ Develop a complete corporate image
- ♦ Use the creative tools necessary for advertising communication

04

# Course Management

TECH is continually committed to academic excellence. For this reason, each of its programs has teaching teams of the highest prestige. These experts have extensive experience in their professional fields and, at the same time, have achieved significant results with their empirical research and field work. In addition, these specialists play a leading role within the university program, as they are responsible for selecting the most up-to-date and innovative content for inclusion in the syllabus. At the same time, they participate in the development of numerous multimedia resources of high pedagogical rigor.





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*A complete teaching staff, composed of experts with extensive experience, will be at your disposal in this TECH program”*



## International Guest Director

Amanda Coffee is a leading communications and public relations expert, with a career marked by her leadership in global media relations management. As Director of Global Media Relations at Under Armour, she has specialized in coordinating media relations for the CEO, as well as leading brand communications and establishing strategic partnerships. In fact, her focus has been on co-creating narratives with athletes associated with the brand, highlighting the innovation, performance and style that Under Armour has promoted.

In addition, throughout her career, she has accumulated solid experience in corporate communications management for large multinationals. For example, she has held the position of Director of Global Corporate Affairs at PayPal Holdings, Inc. where she managed global communications tactics, earned media and executive social media, overseeing the company's employer brand. She has also played a pivotal role as Corporate Communications Leader at eBay Inc. working on retail innovation issues. In addition, she is an outstanding Media Consultant for the American Association of University Women (AAUW), a non-profit organization.

Amanda Coffee has also demonstrated her ability in the academic and professional environment, with her participation in high-impact projects. Her work in the creation of communication models for important launches and her ability to manage complex relationships have been key elements in her success. She has also been recognized internationally for her ability to manage and enhance the visibility of brands through innovative strategies. In this sense, she continues to influence the field of communications and public relations, bringing her experience and knowledge to each new challenge.





## Ms. Coffee, Amanda

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- Director of Global Media Relations, Under Armour, New York, USA
- Director of Global Corporate Communications at Paypal, Inc.
- Corporate Communications Leader at eBay Inc.
- Media Consultant for the American Association of University Women
- Client Staff Assistant and Technology Public Relations Intern at Burson-Marsteller
- B.A. in Mass Communications from the University of California

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*Thanks to TECH, you will be able to learn with the best professionals in the world”*

## International Guest Director

With over 20 years of experience in designing and leading global **talent acquisition teams**, Jennifer Dove is an expert in **recruitment** and **technology strategy**. Throughout her career, she has held senior positions in several technology organizations within **Fortune 50 companies** such as **NBCUniversal** and **Comcast**. Her track record has allowed her to excel in competitive, high-growth environments.

As **Vice President of Talent Acquisition at Mastercard**, she is responsible for overseeing talent onboarding strategy and execution, collaborating with business leaders and HR managers to meet operational and strategic hiring objectives. In particular, she aims to build **diverse, inclusive and high-performing teams** that drive innovation and growth of the company's products and services. In addition, she is adept at using tools to attract and retain the best people from around the world. She is also responsible for **amplifying Mastercard's employer brand** and value proposition through publications, events and social media.

Jennifer Dove has demonstrated her commitment to continuous professional development, actively participating in networks of Human Resources professionals and contributing to the incorporation of numerous workers in different companies. After earning her bachelor's degree in **Organizational Communication** from the University of Miami, she has held senior recruiting positions at companies in a variety of fields.

On the other hand, she has been recognized for her ability to lead organizational transformations, **integrate technologies** in **recruitment processes** and develop leadership programs that prepare institutions for future challenges. She has also successfully implemented **occupational wellness programs** that have significantly increased employee satisfaction and retention.



## Ms. Dove, Jennifer

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- Vice President, Talent Acquisition, Mastercard, New York, USA
- Director of Talent Acquisition, NBCUniversal Media, New York, USA
- Head of Recruitment at Comcast
- Director of Recruiting at Rite Hire Advisory, New York, USA
- Executive Vice President, Sales Division at Ardor NY Real Estate
- Director of Recruitment at Valerie August & Associates
- Account Executive at BNC
- Account Executive at Vault
- Graduated in Organizational Communication from the University of Miami

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*Thanks to TECH you will be able to learn with the best professionals in the world"*

## International Guest Director

A technology leader with decades of experience in major technology multinationals, Rick Gauthier has developed prominently in the field of cloud services and end-to-end process improvement. He has been recognized as a leader and manager of highly efficient teams, showing a natural talent for ensuring a high level of engagement among his employees.

He possesses innate gifts in strategy and executive innovation, developing new ideas and backing his success with quality data. His background at Amazon has allowed him to manage and integrate the company's IT services in the United States. At Microsoft he has led a team of 104 people, responsible for providing corporate-wide IT infrastructure and supporting product engineering departments across the company.

This experience has allowed him to stand out as a high-impact manager with remarkable abilities to increase efficiency, productivity and overall customer satisfaction.





## Mr. Gauthier, Rick

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- Regional IT Director - Amazon, Seattle , USA
- Senior Program Manager at Amazon
- Vice President, Wimmer Solutions
- Senior Director of Productive Engineering Services at Microsoft
- Degree in Cybersecurity from Western Governors University
- Technical Certificate in Commercial Diving from Divers Institute of Technology
- B.S. in Environmental Studies from The Evergreen State College

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*Take the opportunity to learn about the latest advances in this field in order to apply it to your daily practice"*

## International Guest Director

Romi Arman is a renowned international expert with more than two decades of experience in **Digital Transformation, Marketing, Strategy and Consulting**. Through that extended trajectory, he has taken different risks and is a permanent advocate for **innovation and change** in the business environment. With that expertise, he has collaborated with CEOs and corporate organizations from all over the world, pushing them to move away from traditional business models. In this way, he has helped companies such as Shell Energy become **true market leaders**, focused on their **customers and the digital world**.

The strategies designed by Arman have a real impact, as they have enabled several corporations to **improve the experiences of consumers, staff and shareholders** alike. The success of this expert is quantifiable through tangible metrics such as **CSAT, employee engagement** in the institutions where he has practiced and the growth of the **EBITDA financial indicator** in each of them.

He has also nurtured and led **high-performing teams** throughout his career that have received awards for their **transformational potential**. With Shell, specifically, the executive has always set out to overcome three challenges: **meeting the complex decarbonization demands** of customers, **supporting “cost-effective decarbonization”** and **overhauling** overhauling a fragmented data, **digital and technology landscape**. In this way, his efforts have evidenced that in order to achieve sustainable success, it is essential to start from the needs of consumers and lay the foundations for the transformation of processes, data, technology and culture.

On the other hand, the executive stands out for his mastery of the **business applications of Artificial Intelligence**, a subject in which he has a postgraduate degree from the London Business School. At the same time, he has accumulated experience in **IoT and Salesforce**.



## Mr. Arman, Romi

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- ♦ Chief Digital Officer (CDO) at Shell Energy Corporation, London, United Kingdom
- ♦ Global Head of eCommerce and Customer Service at Shell Energy Corporation
- ♦ National Key Account Manager (Automotive OEM and Retail) for Shell in Kuala Lumpur, Malaysia
- ♦ Senior Management Consultant (Financial Services Sector) for Accenture from Singapore
- ♦ Graduate of the University of Leeds
- ♦ Postgraduate Diploma in Business Applications of AI for Senior Executives from London Business School
- ♦ CCXP Customer Experience Professional Certification
- ♦ Executive Digital Transformation Course by IMD

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*Do you want to update your knowledge with the highest educational quality? TECH offers you the most updated content in the academic market, designed by authentic experts of international prestige"*

## International Guest Director

Manuel Arens is an experienced data management professional and leader of a highly qualified team. In fact, Arens holds the position of **Global Procurement Manager** in Google's Technical Infrastructure and Data Center division, where he has spent most of his professional career. Based in Mountain View, California, he has provided solutions for the tech giant's operational challenges, such as **master data integrity, vendor data updates** and **vendor prioritization**. He has led data center supply chain planning and vendor risk assessment, generating improvements in vendor risk assessment, resulting in process improvements and workflow management that have resulted in significant cost savings.

With more than a decade of work providing digital solutions and leadership for companies in diverse industries, he has extensive experience in all aspects of strategic solution delivery, including **marketing, media analytics, measurement and attribution**. In fact, he has received a number of accolades for his work, including the **BIM Leadership Award**, the **Search Leadership Award**, **Export Lead Generation Program Award** and the **EMEA Best Sales Model Award**.

Arens also served as **Sales Manager** in Dublin, Ireland. In this role, he built a team of 4 to 14 members over three years and led the sales team to achieve results and collaborate well with each other and cross-functional teams. He also served as **Senior Industry Analyst**, Hamburg, Germany, creating storylines for over 150 clients using internal and third party tools to support analysis. He developed and wrote in-depth reports to demonstrate his mastery of the subject matter, including understanding the **macroeconomic and political/regulatory factors** affecting technology adoption and diffusion.

He has also led teams at companies such as **Eaton, Airbus and Siemens**, where he gained valuable account and supply chain management experience. He is particularly noted for continually exceeding expectations by **building valuable customer relationships** and **working seamlessly with people at all levels of an organization**, including stakeholders, management, team members and customers. His data-driven approach and ability to develop innovative and scalable solutions to industry challenges have made him a prominent leader in his field.



## Mr. Arens, Manuel

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- Global Procurement Manager at Google, California, United States
- Senior Manager, B2B Analytics and Technology - Google, USA
- Sales Director - Google, Ireland
- Senior Industry Analyst - Google, Germany
- Accounts Manager - Google, Ireland
- Accounts Payable at Eaton, UK
- Supply Chain Manager at Airbus, Germany

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*Bet on TECH! You will have access to the best teaching materials, at the forefront of technology and education, implemented by internationally renowned specialists in the field”*



## International Guest Director

Andrea La Sala is an experienced **Marketing executive** whose projects have had a **significant impact** on the **Fashion sector**. Throughout his successful career he has developed different tasks related to **Product, Merchandising and Communication**. All this linked to prestigious brands such as **Giorgio Armani, Dolce&Gabbana, Calvin Klein**, among others.

The results of this **high-profile international executive** have been linked to his proven ability to **synthesize information** in clear frameworks and execute **concrete actions** aligned to specific **business objectives**. In addition, he is recognized for his **proactivity** and **adaptation to fast-paced work rhythms**. To all this, this expert adds a **strong commercial awareness, market vision** and a **genuine passion** for products.

As **Global Brand and Merchandising Director** at **Giorgio Armani**, he has overseen a variety of **Marketing strategies** for **apparel and accessories**. His tactics have also focused on **retail and consumer needs** and **behavior**. In this role, La Sala has also been responsible for shaping the marketing of products in different markets, acting as **team leader** in the **Design, Communication and Sales departments**.

On the other hand, in companies such as **Calvin Klein** or **Gruppo Coin**, he has undertaken projects to boost the **structure, development and marketing** of different collections. In turn, he has been in charge of creating **effective calendars** for **buying and selling campaigns**.

He has also been in charge of the **terms, costs, processes and delivery times** of different operations.

These experiences have made Andrea La Sala one of the main and most qualified **corporate leaders** in **Fashion and Luxury**. A high managerial capacity with which he has managed to effectively implement the **positive positioning** of **different brands** and redefine their key performance indicators (KPI).



## Mr. La Sala, Andrea

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- Global Brand and Merchandising Director at Giorgio Armani, Milan, Italy
- Merchandising Director at Calvin Klein
- Brand Manager at Gruppo Coin
- Brand Manager at Dolce & Gabbana
- Brand Manager at Sergio Tacchini S.p.A
- Market Analyst at Fastweb
- Graduate of Business and Economics at the Università degli Studi del Piemonte Orientale

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*The most qualified and experienced international professionals are waiting for you at TECH to offer you a first class education, updated and based on the latest scientific evidence. What are you waiting for to enroll?"*

## International Guest Director

Mick Gram is synonymous with innovation and excellence in the field of **Business Intelligence** internationally. His successful career is linked to leadership positions in multinationals such as **Walmart** and **Red Bull**. Likewise, this expert stands out for his vision to **identify emerging technologies** that, in the long term, achieve an everlasting impact in the corporate environment.

On the other hand, the executive is considered a **pioneer** in the **use of data visualization techniques that simplified complex sets**, making them accessible and facilitating decision making. This ability became the pillar of his professional profile, transforming him into a desired asset for many organizations that bet on **gathering information** and **generating concrete actions** from them.

One of his most outstanding projects in recent years has been the **Walmart Data Cafe platform**, the largest of its kind in the world that is anchored in the cloud aimed at **Big Data** analysis. In addition, he has held the position of **Director of Business Intelligence** at **Red Bull**, covering areas such as **Sales, Distribution, Marketing and Supply Chain Operations**. His team was recently recognized for its constant innovation regarding the use of Walmart Luminare's new API for Shopper and Channel insights.

In terms of education, the executive has several Master's degrees and postgraduate studies at prestigious centers such as the **University of Berkeley**, in the United States, and the **University of Copenhagen**, in Denmark. Through this continuous updating, this expert has achieved cutting-edge skills. Because of this, he has come to be considered a **born leader** of the **new global economy**, entered on the impulse of data and its infinite possibilities.



## Mr. Gram, Mick

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- ♦ Director of Business Intelligence and Analytics at Red Bull, Los Angeles, United States
- ♦ Business Intelligence Solutions Architect for Walmart Data Café
- ♦ Independent Business Intelligence and Data Science Consultant
- ♦ Business Intelligence Director at Capgemini
- ♦ Chief Analyst at Nordea
- ♦ Chief Business Intelligence Consultant for SAS
- ♦ Executive Education in AI and Machine Learning at UC Berkeley College of Engineering
- ♦ Executive MBA in e-commerce at the University of Copenhagen
- ♦ Bachelor's Degree and Master's Degree in Mathematics and Statistics at the University of Copenhagen

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*Study at the world's best online university according to Forbes! In this MBA you will have access to an extensive library of multimedia resources, developed by internationally renowned professors"*

## International Guest Director

Scott Stevenson is a distinguished **Digital Marketing** industry expert who, for over 19 years, has been associated with one of the most powerful companies in the entertainment industry, **Warner Bros. Discovery**. In this role, he has played a crucial role in **overseeing logistics and creative workflows** across a variety of digital platforms, including social media, search, display and linear media.

This executive's leadership has been crucial in driving **paid media production strategies**, resulting in a marked **improvement** in his company's **conversion rates**. At the same time, he has assumed other roles, such as Director of Marketing Services and Traffic Manager at the same multinational during his former management.

Stevenson has also been involved in the global distribution of video games and **digital property campaigns**. He was also responsible for introducing operational strategies related to the formation, completion and delivery of sound and image content for **television commercials** and *trailers*.

On the other hand, the expert holds a Bachelor's Degree in Telecommunications from the University of Florida and a Master's Degree in Creative Writing from the University of California, which demonstrates his skills in **communication** and **storytelling**. In addition, he has participated in Harvard University's School of Professional Development in cutting-edge programs on the use of **Artificial Intelligence** in **business**. As such, his professional profile stands as one of the most relevant in the current field of **Marketing** and **Digital Media**.





## Mr. Stevenson, Scott

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- Digital Marketing Director at Warner Bros. Discovery, Burbank, United States
- Traffic Manager at Warner Bros. Entertainment.
- Master's Degree in Creative Writing from the University of California
- Degree in Telecommunications from the University of Florida

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*Achieve your academic and professional goals with the best qualified experts in the world! The teachers of this MBA will guide you throughout the learning process"*

# 05

# Structure and Content

The curriculum of this in MBA in Advertising and Public Relations Management includes the latest information on a professional branch of great relevance for brands and companies. As a result, more and more professionals are demanding programs with a syllabus that covers the necessary knowledge to enable them to progress. This program consists of 10 modules that will allow you to delve into the evolution of advertising, creativity and trends in public relations, as well as the main success stories in the sector.





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*A syllabus that will allow you to know all the details you need to progress professionally in Advertising and Public Relations”*

## Module 1. Advertising Theory

- 1.1. Advertising Theory
  - 1.1.1. Introduction
  - 1.1.2. Basic Notions on Advertising and Marketing
    - 1.1.2.1. Marketing
    - 1.1.2.2. Advertising
  - 1.1.3. Advertising, Public Relations and Publicity
  - 1.1.4. Dimensions and Social Scope of Contemporary Advertising
  - 1.1.5. Successful Advertising: KFC
- 1.2. History of Advertising
  - 1.2.1. Introduction
  - 1.2.2. Origin
  - 1.2.3. The Industrial Revolution and Advertising
  - 1.2.4. The Development of the Advertising Industry
  - 1.2.5. Advertising in the Internet World
  - 1.2.6. Successful Advertising: Coca-Cola Case Study
- 1.3. Advertising and its Protagonists I: The Advertiser
  - 1.3.1. Introduction
  - 1.3.2. How the Advertising Industry Works
  - 1.3.3. Types of Advertisers
  - 1.3.4. Advertising in the Company's Organization Chart
  - 1.3.5. Successful Advertising: Facebook Case Study
- 1.4. Advertising and its Protagonists II: Advertising Agencies
  - 1.4.1. Introduction
  - 1.4.2. The Advertising Agency: Advertising Communication Professionals
  - 1.4.3. The Organizational Structure of Advertising Agencies
  - 1.4.4. Types of Advertising Agencies
  - 1.4.5. Fee Management in Advertising Agencies
  - 1.4.6. Successful Advertising: Nike



- 1.5. Advertising and its Protagonists III: The Advertising Receiver
  - 1.5.1. Introduction
  - 1.5.2. The Advertising Recipient and its Context
  - 1.5.3. The Advertising Recipient as a Consumer
  - 1.5.4. Needs and Desires in Advertising
  - 1.5.5. Advertising and Memory: on Advertising Effectiveness
  - 1.5.6. Successful Advertising: Ikea Case Study
- 1.6. The Advertising Creation Process I: From Advertiser to Media
  - 1.6.1. Introduction
  - 1.6.2. Preliminary Aspects of the Advertising Creation Process
  - 1.6.3. The Advertising Brief or Communication Brief
  - 1.6.4. Creative Strategy
  - 1.6.5. Media Strategy
    - 1.6.5.1. Successful Advertising: Apple
- 1.7. The Process of Advertising Creation II: Creativity and Advertising
  - 1.7.1. Introduction
  - 1.7.2. Fundamentals of Advertising Creative Work
  - 1.7.3. Advertising Creativity and its Communicative Statute
  - 1.7.4. Creative Work in Advertising
  - 1.7.5. Successful Advertising: Real Madrid Case Study
- 1.8. The Process of Advertising Creation III: Ideation and Development of the Advertising Manifesto
  - 1.8.1. Introduction
  - 1.8.2. Creative Conception and Strategy
  - 1.8.3. The Creative Conception Process
  - 1.8.4. The Ten Basic Ways of Creativity According to Luis Bassat: Advertising Genres
  - 1.8.5. Advertising Formats
  - 1.8.6. Successful Advertising: McDonald's

- 1.9. Advertising Media Planning
  - 1.9.1. Introduction
  - 1.9.2. Media and Planning
  - 1.9.3. Advertising Media and their Classification
  - 1.9.4. Media Planning Tools
  - 1.9.5. Successful Advertising: Pepsi
- 1.10. Advertising, Society and Culture
  - 1.10.1. Introduction
  - 1.10.2. The Relationship between Advertising and Society
  - 1.10.3. Advertising and Emotions
  - 1.10.4. Advertising, Subjects and Things
  - 1.10.5. Successful Advertising: Burger King

## Module 2. Fundamentals of Public Relations

- 2.1. Theoretical Framework of Public Relations
  - 2.1.1. Introduction
  - 2.1.2. Public Relations Research
  - 2.1.3. Main Public Relations Theorists
  - 2.1.4. Public Relations and Related Items
  - 2.1.5. Definition of Public Relations
- 2.2. Evolution Over Time
  - 2.2.1. Stages
  - 2.2.2. The Origin of Public Relations
  - 2.2.3. Trends in Public Relations
- 2.3. External Communication
  - 2.3.1. Characteristics and Audiences
  - 2.3.2. Media Relations
  - 2.3.3. Provision of Information
- 2.4. Internal Communication
  - 2.4.1. Introduction
  - 2.4.2. Functions and Objectives
  - 2.4.3. Types of Internal Communication
  - 2.4.4. Internal Communication Tools



- 2.5. Public Relations and Public Opinion
  - 2.5.1. Powerful Media Image
  - 2.5.2. The limited Influence of the Media
  - 2.5.3. Structural Effects on the Company
- 2.6. International Public Relations
  - 2.6.1. Characteristics of the International Society
  - 2.6.2. Definition
  - 2.6.3. The Role of International Public Relations
  - 2.6.4. Types of Actions
- 2.7. Public Relations and Crisis
  - 2.7.1. The Organization in the Face of a Crisis
  - 2.7.2. Characteristics of Crises
  - 2.7.3. Crisis Typologies
- 2.8. Stages of Crisis
  - 2.8.1. Preliminary Phase
  - 2.8.2. Acute Phase
  - 2.8.3. Chronic Phase
  - 2.8.4. Post-Traumatic Phase
- 2.9. Preparation of a Crisis Plan
  - 2.9.1. Analysis of Possible Problems
  - 2.9.2. Planning
  - 2.9.3. Adequacy of Personnel
- 2.10. Communication Technologies in Crises
  - 2.10.1. Advantages
  - 2.10.2. Disadvantages
  - 2.10.3. Tools

### Module 3. History of Advertising and Public Relations

- 3.1. Advertising Activity before the Printing Press
  - 3.1.1. Advertising in its Most Primitive Forms
  - 3.1.2. First Manifestations
  - 3.1.3. The Ancient World
- 3.2. From the Printing Press to the Industrial Revolution
  - 3.2.1. Some Aspects that Contributed to the Emergence of the Printing Press in Europe
  - 3.2.2. First Expressions: Brochures and Posters
  - 3.2.3. Brands and Labels
  - 3.2.4. The Loud and Talkative Advertisements
  - 3.2.5. The Sign and the Commercial Mural
  - 3.2.6. The Birth of a New Media
  - 3.2.7. Communication and Power: Controlling Persuasion
- 3.3. The Revolutions
  - 3.3.1. Advertising and the Industrial Revolution
  - 3.3.2. The Long and Tortuous Road to Press Freedom
  - 3.3.3. From Propaganda to Advertising
  - 3.3.4. Propaganda and Political Advertising: Concepts
  - 3.3.5. Characteristics of this Advertisement
  - 3.3.6. The Industrial Revolution in the Birth of Commercial Advertising
- 3.4. Birth of Advertising
  - 3.4.1. The Origin of Commercial Advertising
  - 3.4.2. The Technological Revolution
  - 3.4.3. Printing Systems
  - 3.4.4. The Paper
  - 3.4.5. Photography
  - 3.4.6. The Telegraph
  - 3.4.7. Print Advertising
  - 3.4.8. Posters

- 3.5. Consolidation of Advertising Activity
  - 3.5.1. Economic Factors between 1848-1914
  - 3.5.2. New Forms of Commercialization
  - 3.5.3. Newspapers
  - 3.5.4. Magazines
  - 3.5.5. The Art of the Poster
  - 3.5.6. Fundamentals of Modern Advertising
  - 3.5.7. American Advertising Agencies
  - 3.5.8. Advertising Technique and Craftsmanship
- 3.6. Advertising Between Two Wars
  - 3.6.1. Characteristics of the Period 1914-1950
  - 3.6.2. Advertising in World War I
  - 3.6.3. Consequences of World War I on Advertising
  - 3.6.4. Advertising Campaigns in World War II
  - 3.6.5. Consequences of World War II on Advertising
  - 3.6.6. Advertising Media
  - 3.6.7. Poster and Advertising Graphic Design
  - 3.6.8. Outdoor Advertising
  - 3.6.9. The Cinema
  - 3.6.10. Cinema as a Means of Persuasion
  - 3.6.11. The Radio
  - 3.6.12. Commercial Radio
- 3.7. The Development of the Advertising Technique
  - 3.7.1. Advertising Activity between 1914 and 1950
  - 3.7.2. Advertising Organization
  - 3.7.3. Agencies and Styles
- 3.8. Electronic Advertising
  - 3.8.1. TV. The Third Dimension of Advertising
  - 3.8.2. Advertising in the 1950s and 1960s
  - 3.8.3. The Arrival of Television

- 3.9. Current Advertising
  - 3.9.1. Introduction
  - 3.9.2. The Current Advertising Context: A Technological Perspective
  - 3.9.3. Main Challenges of Today's Advertising Communication
  - 3.9.4. Main Opportunities in Today's Advertising Communication
- 3.10. History of Public Relations
  - 3.10.1. The Origins
  - 3.10.2. Bernays and His Contributions
  - 3.10.3. Expansion: PR. In the Second Half of the 20th Century

#### Module 4. Advertising and Public Relations Company

- 4.1. Structure of Advertising and/or Public Relations Agencies
  - 4.1.1. Structure
  - 4.1.2. Functions
  - 4.1.3. Agency Selection
- 4.2. Economic Management of the Agency
  - 4.2.1. Types of Legal Form
  - 4.2.2. Business Model
  - 4.2.3. Project Development and Control
- 4.3. Economic Relations in the Advertising Business
  - 4.3.1. Economic Relationships with Advertisers
  - 4.3.2. Economic Relationships with Employees and Partners
  - 4.3.3. Individual Entrepreneur and Self-Employed

- 4.4. The Operating Account of the Advertising Agency
  - 4.4.1. Investment, Revenue and Turnover
    - 4.4.1.1. Expenses
    - 4.4.1.2. Personal
    - 4.4.1.3. Rent
    - 4.4.1.4. Amortization
    - 4.4.1.5. Non-billable Expenses
    - 4.4.1.6. Prospecting
    - 4.4.1.7. Delinquency
    - 4.4.1.8. Financial Expenses
  - 4.4.2. Results
  - 4.4.3. Annual Budget
- 4.5. The Link Between Advertising and Public Relations
  - 4.5.1. In Relation to the Objectives
  - 4.5.2. Regarding the Target Audience of the Activity
  - 4.5.3. On the Selection of Media and Supports
- 4.6. Remuneration Systems
  - 4.6.1. Remuneration of Agencies
  - 4.6.2. Accounting Dimension of the Agency
  - 4.6.3. Determination of the Budget
- 4.7. Relations with External Stakeholders
  - 4.7.1. Advertising Agency Relations
  - 4.7.2. Media Agency Relations
  - 4.7.3. End Consumer Agency Relations
- 4.8. Types of Growth Strategies
  - 4.8.1. Holdings
  - 4.8.2. Value Chain
  - 4.8.3. Challenges of Organizational Growth
- 4.9. Internal Organization Chart of an Advertising Agency
  - 4.9.1. Agency Management Model
  - 4.9.2. Accounts Department
  - 4.9.3. Creative Department
  - 4.9.4. Media Department
  - 4.9.5. Production Department

- 4.10. Team Management
  - 4.10.1. Motivation
  - 4.10.2. Change Management and Leadership
  - 4.10.3. Internal Communication

## Module 5. Introduction to the Psychology of Communication

- 5.1. History of Psychology
  - 5.1.1. Introduction
  - 5.1.2. We Begin with the Study of Psychology
  - 5.1.3. Science in Evolution. Historical and Paradigmatic Changes
  - 5.1.4. Paradigms and Stages in Psychology
  - 5.1.5. Cognitive Science
- 5.2. Social Psychology
  - 5.2.1. Introduction
  - 5.2.2. Beginning with the Study of Social Psychology: The Influence of Social Psychology
  - 5.2.3. Empathy, Altruism and Helping Behavior
- 5.3. Social Cognition
  - 5.3.1. Introduction
  - 5.3.2. Thinking and Knowing, Vital Necessities
  - 5.3.3. Social Cognition
  - 5.3.4. Organizing Information
  - 5.3.5. Prototypical or Categorical Thinking
  - 5.3.6. The Mistakes We Make in Thinking: Inferential Biases
  - 5.3.7. Automatic Information Processing
- 5.4. Personality Psychology
  - 5.4.1. Introduction
  - 5.4.2. What is the Self? Identity and Personality
  - 5.4.3. Self-awareness
  - 5.4.4. Self-esteem
  - 5.4.5. Self-knowledge
  - 5.4.6. Interpersonal Variables in Personality Shaping
  - 5.4.7. Macro-social Variables in the Configuration of Personality
  - 5.4.8. A New Perspective in the Study of Personality. Narrative Personality

- 5.5. Emotions
  - 5.5.1. Introduction
  - 5.5.2. What do we Talk about When we Get Excited?
  - 5.5.3. The Nature of Emotions
    - 5.5.3.1. Emotion as Preparation for Action
  - 5.5.4. Emotions and Personality
  - 5.5.5. From another Perspective. Social Emotions
- 5.6. Psychology of Communication. Persuasion and Attitude Change
  - 5.6.1. Introduction
  - 5.6.2. Attitudes
  - 5.6.3. Historical Models in the Study of Persuasive Communication
  - 5.6.4. The Probability of Elaboration Model
  - 5.6.5. Communication Processes through the Media
    - 5.6.5.1. A Historical Perspective
- 5.7. The Sender
  - 5.7.1. Introduction
  - 5.7.2. The Source of Persuasive Communication
  - 5.7.3. Source Characteristics. Credibility
  - 5.7.4. Source Characteristics. The Appeal
  - 5.7.5. Emitter Characteristics. The Power
  - 5.7.6. Processes in Persuasive Communication. Mechanisms Based on Primary Cognition
  - 5.7.7. New Processes in Communication. Mechanisms Based on Secondary Cognition
- 5.8. The Message
  - 5.8.1. Introduction
  - 5.8.2. We Begin by Studying the Composition of the Message
  - 5.8.3. Types of Messages: Rational vs. Emotional Messages
  - 5.8.4. Emotional Messaging and Communication: Fear Inducing Messages
- 5.9. The Receiver
  - 5.9.1. Introduction
  - 5.9.2. The Role of the Recipient according to the Elaboration Probability Model
  - 5.9.3. Recipient Needs and Motives: Their Impact on Attitude Change
  - 5.9.4. Need for Esteem and Communication

- 5.10. New Approaches to the Study of Communication
  - 5.10.1. Introduction
  - 5.10.2. Non-conscious Processing of Information. Automatic Processes
  - 5.10.3. Measuring Automatic Processes in Communication
  - 5.10.4. First Steps in the New Paradigms
  - 5.10.5. Theories of Dual Processing Systems
    - 5.10.5.1. Main Limitations of Dual Systems Theories

## Module 6. Public Opinion

- 6.1. The Concept of Public Opinion
  - 6.1.1. Introduction
  - 6.1.2. Definition
  - 6.1.3. Public Opinion as a Rational Phenomenon and as a Form of Social Control
  - 6.1.4. Phases in the Growth of Public Opinion as a Discipline
  - 6.1.5. The 20th Century
- 6.2. Theoretical Framework of Public Opinion
  - 6.2.1. Introduction
  - 6.2.2. Perspectives on the Discipline of Public Opinion in the 20th Century.
  - 6.2.3. Twentieth Century Authors
  - 6.2.4. Walter Lippmann: Biased Public Opinion
  - 6.2.5. Jürgen Habermas: the Political-Value Perspective
  - 6.2.6. Niklas Luhmann: Public Opinion as a Communicative Modality
- 6.3. Social Psychology and Public Opinion
  - 6.3.1. Introduction
  - 6.3.2. Psychosocial Variables in the Relationship of Persuasive Entities with their Public
  - 6.3.3. The Name
  - 6.3.4. Conformism
- 6.4. Media Influence Models
  - 6.4.1. Introduction
  - 6.4.2. Media Influence Models
  - 6.4.3. Types of Media Effects
  - 6.4.4. Research on Media Effects
  - 6.4.5. The Power of the Media

- 6.5. Public Opinion and Political Communication
  - 6.5.1. Introduction
  - 6.5.2. Electoral Political Communication. Propaganda
  - 6.5.3. Government Political Communication
- 6.6. Public Opinion and Elections
  - 6.6.1. Introduction
  - 6.6.2. Do Election Campaigns Influence Public Opinion?
  - 6.6.3. The Effect of the Media in Election Campaigns as a Reinforcement of Opinions
  - 6.6.4. The Bandwagon and Underdog Effects
- 6.7. Government and Public Opinion
  - 6.7.1. Introduction
  - 6.7.2. Representatives and their Constituents
  - 6.7.3. Political Parties and Public Opinion
  - 6.7.4. Public Policies as an Expression of the Government's Action
- 6.8. The Political Intermediation of the Press
  - 6.8.1. Introduction
  - 6.8.2. Journalists as Political Intermediaries
  - 6.8.3. Dysfunctions of Journalistic Intermediation
  - 6.8.4. Reliance on Journalists as Intermediaries
- 6.9. Public Sphere and Emerging Models of Democracy
  - 6.9.1. Introduction
  - 6.9.2. The Public Sphere in the Information Society
  - 6.9.3. The Public Sphere in the Information Society
  - 6.9.4. Emerging Models of Democracy
- 6.10. Methods and Techniques for Public Opinion Research
  - 6.10.1. Introduction
  - 6.10.2. Opinion Polls
  - 6.10.3. Types of Surveys
  - 6.10.4. Analysis

## Module 7. Advertising Language

- 7.1. Thinking and Writing: Definition
  - 7.1.1. Definition of Copywriting
  - 7.1.2. Historical Background of Advertising Copywriting and Phases of Professionalization
- 7.2. Copywriting and Creativity
  - 7.2.1. Conditions of the Copywriting Process
  - 7.2.2. Linguistic Competence
  - 7.2.3. Functions of the Copywriter
    - 7.2.3.1. Definition of the Functions of the Copywriter
- 7.3. The Principle of Coherence and Campaign Conceptualization
  - 7.3.1. The Principle of Campaign Unity
  - 7.3.2. The Creative Team
  - 7.3.3. The Conceptualization Process: Hidden Creativity
  - 7.3.4. What is a Concept?
  - 7.3.5. Applications of the Conceptualization Process
  - 7.3.6. The Advertising Concept
  - 7.3.7. Utility and Advantages of the Advertising Concept
- 7.4. Advertising and Rhetoric
  - 7.4.1. Copywriting and Rhetoric
  - 7.4.2. Placing Rhetoric
  - 7.4.3. The Phases of Rhetoric
    - 7.4.3.1. Advertising Discourse and Classical Rhetorical Discourse
    - 7.4.3.2. Topoi and Reason Why as Argumentation
- 7.5. Fundamentals and Characteristics of Copywriting
  - 7.5.1. Correction
  - 7.5.2. Adaptation
  - 7.5.3. Efficiency
  - 7.5.4. Characteristics of Copywriting
  - 7.5.5. Morphological: Nominalization
  - 7.5.6. Syntactics: Destructuring
  - 7.5.7. Graphics: Emphatic Punctuation



- 7.6. Argumentation Strategies
  - 7.6.1. Description
  - 7.6.2. The Enthymeme
  - 7.6.3. Narration
  - 7.6.4. Intertextuality
- 7.7. Styles and Slogans in Copywriting
  - 7.7.1. The Length of the Sentence
  - 7.7.2. The Styles
  - 7.7.3. The Slogan
  - 7.7.4. A Phrase of Wartime Origin
  - 7.7.5. The Characteristics of the Slogan
  - 7.7.6. The Elocution of the Slogan
  - 7.7.7. The Forms of the Slogan
  - 7.7.8. The Functions of the Slogan
- 7.8. Principles of Applied Copywriting and the Reason Why+USP Pairing
  - 7.8.1. Rigor, Clarity, Accuracy
  - 7.8.2. Synthesis and Simplicity
  - 7.8.3. Advertising Text Constraints
  - 7.8.4. Application of the Reason Why + USP Pairing
- 7.9. Copywriting in Conventional and Non-Conventional Media
  - 7.9.1. The Division Above-the-line/Below-the-line
  - 7.9.2. Integration: Overcoming the ATL- BLT Controversy
  - 7.9.3. Television Copywriting
  - 7.9.4. Radio Copywriting
  - 7.9.5. Press Copywriting
  - 7.9.6. Copywriting for Outdoor Media
  - 7.9.7. Copywriting in Non-Conventional Media
  - 7.9.8. Direct Marketing Advertising Copywriting
  - 7.9.9. Interactive Media Copywriting
- 7.10. Criteria for the Evaluation of an Advertising Text and Other Writing Cases
  - 7.10.1. Classical Models of Advertising Analysis
  - 7.10.2. Impact and Relevance
  - 7.10.3. The Editor's Checklist
  - 7.10.4. Translation and Adaptation of Advertising Texts
  - 7.10.5. New Technologies, New Languages
  - 7.10.6. Writing in Web 2.0
  - 7.10.7. Naming, Guerrilla Advertising and Other Copywriting Cases

## Module 8. Fundamentals of Communication in the Digital Environment

- 8.1. Web 2.0 or the Social Web
  - 8.1.1. Organization in the Age of Conversation
  - 8.1.2. Web 2.0 Is All About People
  - 8.1.3. Digital Environment and New Communication Formats
- 8.2. Digital Communication and Reputation
  - 8.2.1. Online Reputation Report
  - 8.2.2. Netiquette and Good Practices on Social Media
  - 8.2.3. Branding and 2.0 Networks
- 8.3. Online Reputation Plan Design and Planning
  - 8.3.1. Overview of the Main Social Media
  - 8.3.2. Brand Reputation Plan
  - 8.3.3. General Metrics, ROI, and Social CRM
  - 8.3.4. Online Crisis and Reputational SEO
- 8.4. General, Professional, and Microblogging Platforms
  - 8.4.1. Facebook
  - 8.4.2. LinkedIn
  - 8.4.3. Google+
  - 8.4.4. Twitter

- 8.5. Video, Image, and Mobility Platforms
  - 8.5.1. YouTube
  - 8.5.2. Instagram
  - 8.5.3. Flickr
  - 8.5.4. Vimeo
  - 8.5.5. Pinterest
- 8.6. Content Strategy and Storytelling
  - 8.6.1. Corporate **Blogging**
  - 8.6.2. Content Marketing Strategy
  - 8.6.3. Creating a Content Plan
  - 8.6.4. Content Curation Strategy
- 8.7. Social Media Strategies
  - 8.7.1. Corporate PR and Social Media
  - 8.7.2. Defining the Strategy to be Applied in Each Medium
  - 8.7.3. Analysis and Evaluation of Results
- 8.8. Community Administration
  - 8.8.1. Roles, Tasks and Responsibilities of the Community Administration
  - 8.8.2. Social Media Manager
  - 8.8.3. Social Media Strategist
- 8.9. Social Media Plan
  - 8.9.1. Designing a Social Media Plan
  - 8.9.2. Schedule, Budget, Expectations and Follow-up
  - 8.9.3. Contingency Protocol in Case of Crisis
- 8.10. Online Monitoring Tools
  - 8.10.1. Management Tools and Desktop Applications
  - 8.10.2. Monitoring and Research Tools

## Module 9. Corporate Identity

- 9.1. The Importance of Image in Businesses
  - 9.1.1. What is Corporate Image?
  - 9.1.2. Differences between Corporate Identity and Corporate Image
  - 9.1.3. Where can the Corporate Image be Manifested?
  - 9.1.4. Corporate Image Change Situations. Why Achieve a Good Corporate Image?
- 9.2. Research Techniques in Corporate Image
  - 9.2.1. Introduction
  - 9.2.2. The Study of the Company's Image
  - 9.2.3. Corporate Image Research Techniques
  - 9.2.4. Qualitative Image Study Techniques
  - 9.2.5. Types of Quantitative Techniques
- 9.3. Image Audit and Strategy
  - 9.3.1. What is Image Auditing?
  - 9.3.2. Guidelines
  - 9.3.3. Audit Methodology
  - 9.3.4. Strategic Planning
- 9.4. Corporate Culture
  - 9.4.1. What is Corporate Culture?
  - 9.4.2. Factors Involved in Corporate Culture
  - 9.4.3. Functions of Corporate Culture
  - 9.4.4. Types of Corporate Culture
- 9.5. Corporate Social Responsibility and Corporate Reputation
  - 9.5.1. CSR: Concept and Application of the Company
  - 9.5.2. Guidelines for Integrating CSR into Businesses
  - 9.5.3. CSR Communication
  - 9.5.4. Corporate Reputation

- 9.6. Corporate Visual Identity and Naming
  - 9.6.1. Corporate Visual Identity Strategies
  - 9.6.2. Basic Elements
  - 9.6.3. Basic Principles
  - 9.6.4. Preparation of the Manual
  - 9.6.5. The Naming
- 9.7. Brand Image and Positioning
  - 9.7.1. The Origins of Trademarks
  - 9.7.2. What is a Brand?
  - 9.7.3. The Need to Build a Brand
  - 9.7.4. Brand Image and Positioning
  - 9.7.5. The Value of Brands
- 9.8. Image Management through Crisis Communication
  - 9.8.1. Strategic Communication Plan
  - 9.8.2. When it All Goes Wrong: Crisis Communication
  - 9.8.3. Cases
- 9.9. The Influence of Promotions on Corporate Image
  - 9.9.1. The New Advertising Industry Landscape
  - 9.9.2. The Marketing Promotion
  - 9.9.3. Features
  - 9.9.4. Dangers
  - 9.9.5. Promotional Types and Techniques
- 9.10. Distribution and Image of the Point of Sale
  - 9.10.1. The Main Players in Commercial Distribution
  - 9.10.2. The Image of Retail Distribution Companies through Positioning
  - 9.10.3. Through its Name and Logo

## Module 10. Creativity in Communication

- 10.1. To Create is to Think
  - 10.1.1. The Art of Thinking
  - 10.1.2. Creative Thinking and Creativity
  - 10.1.3. Thought and Brain
  - 10.1.4. The Lines of Research on Creativity: Systematization
- 10.2. Nature of the Creative Process
  - 10.2.1. Nature of Creativity
  - 10.2.2. The Notion of Creativity: Creation and Creativity
  - 10.2.3. The Creation of Ideas for Persuasive Communication
  - 10.2.4. Nature of the Creative Process in Advertising
- 10.3. The Invention
  - 10.3.1. Evolution and Historical Analysis of the Creation Process
  - 10.3.2. Nature of the Classical Canon of the Invention
  - 10.3.3. The Classical View of Inspiration in the Origin of Ideas
  - 10.3.4. Invention, Inspiration, Persuasion
- 10.4. Rhetoric and Persuasive Communication
  - 10.4.1. Rhetoric and Advertising
  - 10.4.2. The Rhetorical Parts of Persuasive Communication
  - 10.4.3. Rhetorical Figures
  - 10.4.4. Rhetorical Laws and Functions of Advertising Language
- 10.5. Creative Behavior and Personality
  - 10.5.1. Creativity as a Personal Characteristic, as a Product and as a Process
  - 10.5.2. Creative Behavior and Motivation
  - 10.5.3. Perception and Creative Thinking
  - 10.5.4. Elements of Creativity
- 10.6. Creative Skills and Abilities
  - 10.6.1. Thinking Systems and Models of Creative Intelligence
  - 10.6.2. Three-Dimensional Model of the Structure of the Intellect According to Guilford
  - 10.6.3. Interaction Between Factors and Intellectual Capabilities
  - 10.6.4. Creative Skills
  - 10.6.5. Creative Capabilities

- 10.7. The Phases of the Creative Process
  - 10.7.1. Creativity as a Process
  - 10.7.2. The Phases of the Creative Process
  - 10.7.3. The Phases of the Creative Process in Advertising
- 10.8. Troubleshooting
  - 10.8.1. Creativity and Problem Solving
  - 10.8.2. Perceptual Blocks and Emotional Blocks
  - 10.8.3. Methodology of Invention: Creative Programs and Methods
- 10.9. The Methods of Creative Thinking
  - 10.9.1. Brainstorming as a Model of Idea Creation
  - 10.9.2. Vertical Thinking and Lateral Thinking
  - 10.9.3. Methodology of Invention: Creative Programs and Methods
- 10.10. Creativity and Advertising Communication
  - 10.10.1. The Creative Process as a Specific Product of Advertising Communication
  - 10.10.2. Nature of the Creative Process in Advertising: Creativity and the Creative Advertising Process
  - 10.10.3. Methodological Principles and Effects of Advertising Creation
  - 10.10.4. Advertising Creation: From Problem to Solution
  - 10.10.5. Creativity and Persuasive Communication

## Module 11. Leadership, Ethics and Social Responsibility in Companies

- 11.1. Globalization and Governance
  - 11.1.1. Governance and Corporate Governance
  - 11.1.2. The Fundamentals of Corporate Governance in Companies
  - 11.1.3. The Role of the Board of Directors in the Corporate Governance Framework
- 11.2. Leadership
  - 11.2.1. Leadership. A Conceptual Approach
  - 11.2.2. Leadership in Companies
  - 11.2.3. The Importance of Leaders in Business Management
- 11.3. *Cross-Cultural Management*
  - 11.3.1. Concept of Cross-Cultural Management
  - 11.3.2. Contributions to the Knowledge of National Cultures
  - 11.3.3. Diversity Management

- 11.4. Management and Leadership Development
  - 11.4.1. Concept of Management Development
  - 11.4.2. Concept of Leadership
  - 11.4.3. Leadership Theories
  - 11.4.4. Leadership Styles
  - 11.4.5. Intelligence in Leadership
  - 11.4.6. The Challenges of Today's Leader
- 11.5. Business Ethics
  - 11.5.1. Ethics and Morality
  - 11.5.2. Business Ethics
  - 11.5.3. Leadership and Ethics in Companies
- 11.6. Sustainability
  - 11.6.1. Sustainability and Sustainable Development
  - 11.6.2. The 2030 Agenda
  - 11.6.3. Sustainable Companies
- 11.7. Corporate Social Responsibility
  - 11.7.1. International Dimensions of Corporate Social Responsibility
  - 11.7.2. Implementing Corporate Social Responsibility
  - 11.7.3. The Impact and Measurement of Corporate Social Responsibility
- 11.8. Responsible Management Systems and Tools
  - 11.8.1. CSR: Corporate Social Responsibility
  - 11.8.2. Essential Aspects for Implementing a Responsible Management Strategy
  - 11.8.3. Steps for the Implementation of a Corporate Social Responsibility Management System
  - 11.8.4. Tools and Standards of CSR
- 11.9. Multinationals and Human Rights
  - 11.9.1. Globalization, Multinational Corporations and Human Rights
  - 11.9.2. Multinational Corporations and International Law
  - 11.9.3. Legal Instruments for Multinationals in the Field of Human Rights
- 11.10. Legal Environment and Corporate Governance
  - 11.10.1. International Rules on Importation and Exportation
  - 11.10.2. Intellectual and Industrial Property
  - 11.10.3. International Labor Law

## Module 12. People and Talent Management

- 12.1. Strategic People Management
  - 12.1.1. Strategic Human Resources Management
  - 12.1.2. Strategic People Management
- 12.2. Human Resources Management by Competencies
  - 12.2.1. Analysis of the Potential
  - 12.2.2. Remuneration Policy
  - 12.2.3. Career/Succession Planning
- 12.3. Performance Evaluation and Performance Management
  - 12.3.1. Performance Management
  - 12.3.2. Performance Management: Objectives and Process
- 12.4. Innovation in Talent and People Management
  - 12.4.1. Strategic Talent Management Models
  - 12.4.2. Talent Identification, Training and Development
  - 12.4.3. Loyalty and Retention
  - 12.4.4. Proactivity and Innovation
- 12.5. Motivation
  - 12.5.1. The Nature of Motivation
  - 12.5.2. Expectations Theory
  - 12.5.3. Needs Theory
  - 12.5.4. Motivation and Financial Compensation
- 12.6. Developing High Performance Teams
  - 12.6.1. High-Performance Teams: Self-Managing Teams
  - 12.6.2. Methodologies for Managing High Performance Self-Managed Teams
- 12.7. Change Management
  - 12.7.1. Change Management
  - 12.7.2. Types of Change Management Processes
  - 12.7.3. Stages or Phases in Change Management
- 12.8. Negotiation and Conflict Management
  - 12.8.1. Negotiation
  - 12.8.2. Conflict Management
  - 12.8.3. Crisis Management

- 12.9. Executive Communication
  - 12.9.1. Internal and External Communication in the Business Environment
  - 12.9.2. Communication Departments
  - 12.9.3. The Head of Communication of the Company. The Profile of the Dircom
- 12.10. Productivity, Attraction, Retention and Activation of Talent
  - 12.10.1. Productivity
  - 12.10.2. Talent Attraction and Retention Levers

## Module 13. Economic and Financial Management

- 13.1. Economic Environment
  - 13.1.1. Macroeconomic Environment and the National Financial System
  - 13.1.2. Financial Institutions
  - 13.1.3. Financial Markets
  - 13.1.4. Financial Assets
  - 13.1.5. Other Financial Sector Entities
- 13.2. Executive Accounting
  - 13.2.1. Basic Concepts
  - 13.2.2. The Company's Assets
  - 13.2.3. The Company's Liabilities
  - 13.2.4. The Company's Net Worth
  - 13.2.5. The Income Statement
- 13.3. Information Systems and Business Intelligence
  - 13.3.1. Fundamentals and Classification
  - 13.3.2. Cost Allocation Phases and Methods
  - 13.3.3. Choice of Cost Center and Impact
- 13.4. Budget and Management Control
  - 13.4.1. The Budgetary Model
  - 13.4.2. The Capital Budget
  - 13.4.3. The Operating Budget
  - 13.4.5. The Cash Budget
  - 13.4.6. Budget Monitoring



- 13.5. Financial Management
  - 13.5.1. The Company's Financial Decisions
  - 13.5.2. The Financial Department
  - 13.5.3. Cash Surpluses
  - 13.5.4. Risks Associated with Financial Management
  - 13.5.5. Risk Management of the Financial Management
- 13.6. Financial Planning
  - 13.6.1. Definition of Financial Planning
  - 13.6.2. Actions to Be Taken in Financial Planning
  - 13.6.3. Creation and Establishment of the Business Strategy
  - 13.6.4. The Cash Flow Chart
  - 13.6.5. The Working Capital Chart
- 13.7. Corporate Financial Strategy
  - 13.7.1. Corporate Strategy and Sources of Financing
  - 13.7.2. Corporate Financing Financial Products
- 13.8. Strategic Financing
  - 13.8.1. Self-financing
  - 13.8.2. Increase in Shareholder's Equity
  - 13.8.3. Hybrid Resources
  - 13.8.4. Financing through Intermediaries
- 13.9. Financial Analysis and Planning
  - 13.9.1. Analysis of the Balance Sheet
  - 13.9.2. Analysis of the Income Statement
  - 13.9.3. Profitability Analysis
- 13.10. Analyzing and Solving Cases/Problems
  - 13.10.1. Financial Information on Industria de Diseño y Textil, S.A. (INDITEX)

## Module 14. Commercial Management and Strategic Marketing

- 14.1. Commercial Management
  - 14.1.1. Conceptual Framework of Commercial Management
  - 14.1.2. Commercial Strategy and Planning
  - 14.1.3. The Role of Sales Managers
- 14.2. Marketing
  - 14.2.1. The Concept of Marketing
  - 14.2.2. The Basic Elements of Marketing
  - 14.2.3. Marketing Activities in Companies
- 14.3. Strategic Marketing Management
  - 14.3.1. The Concept of Strategic Marketing
  - 14.3.2. Concept of Strategic Marketing Planning
  - 14.3.3. Stages in the Process of Strategic Marketing Planning
- 14.4. Digital Marketing and e-Commerce
  - 14.4.1. Objectives of Digital Marketing and e-Commerce
  - 14.4.2. Digital Marketing and the Media It Uses
  - 14.4.3. E-Commerce. General Context
  - 14.4.4. Categories of e-Commerce
  - 14.4.5. Advantages and Disadvantages of e-Commerce Compared to Traditional Commerce
- 14.5. Digital Marketing to Reinforce a Brand
  - 14.5.1. Online Strategies to Improve Brand Reputation
  - 14.5.2. Branded Content and Storytelling
- 14.6. Digital Marketing to Attract and Retain Customers
  - 14.6.1. Loyalty and Engagement Strategies Using the Internet
  - 14.6.2. *Visitor Relationship Management*
  - 14.6.3. Hypersegmentation
- 14.7. Digital Campaign Management
  - 14.7.1. What Is a Digital Advertising Campaign?
  - 14.7.2. Steps to Launch an Online Marketing Campaign
  - 14.7.3. Mistakes in Digital Advertising Campaigns
- 14.8. Sales Strategy
  - 14.8.1. Sales Strategy
  - 14.8.2. Sales Methods

- 14.9. Corporate Communication
  - 14.9.1. Concept
  - 14.9.2. The Importance of Communication in the Organization
  - 14.9.3. Type of Communication in the Organization
  - 14.9.4. Functions of Communication in the Organization
  - 14.9.5. Elements of Communication
  - 14.9.6. Problems of Communication
  - 14.9.7. Communication Scenarios
- 14.10. Digital Communication and Reputation
  - 14.10.1. Online Reputation
  - 14.10.2. How to Measure Digital Reputation?
  - 14.10.3. Online Reputation Tools
  - 14.10.4. Online Reputation Report
  - 14.10.5. Online Branding

## Module 15. Executive Management

- 15.1. General Management
  - 15.1.1. The Concept of General Management
  - 15.1.2. The Role of the CEO
  - 15.1.3. The CEO and their Responsibilities
  - 15.1.4. Transforming the Work of Management
- 15.2. Manager Functions: Organizational Culture and Approaches
  - 15.2.1. Manager Functions: Organizational Culture and Approaches
- 15.3. Operations Management
  - 15.3.1. The Importance of Management
  - 15.3.2. Value Chain
  - 15.3.3. Quality Management
- 15.4. Public Speaking and Spokesperson Education
  - 15.4.1. Interpersonal Communication
  - 15.4.2. Communication Skills and Influence
  - 15.4.3. Communication Barriers

- 15.5. Personal and Organizational Communication Tools
  - 15.5.1. Interpersonal Communication
  - 15.5.2. Interpersonal Communication Tools
  - 15.5.3. Communication in the Organization
  - 15.5.4. Tools in the Organization
- 15.6. Communication in Crisis Situations
  - 15.6.1. Crisis
  - 15.6.2. Phases of the Crisis
  - 15.6.3. Messages: Contents and Moments
- 15.7. Preparation of a Crisis Plan
  - 15.7.1. Analysis of Possible Problems
  - 15.7.2. Planning
  - 15.7.3. Adequacy of Personnel
- 15.8. Emotional Intelligence
  - 15.8.1. Emotional Intelligence and Communication
  - 15.8.2. Assertiveness, Empathy, and Active Listening
  - 15.8.3. Self- Esteem and Emotional Communication
- 15.9. Personal Branding
  - 15.9.1. Strategies for Personal Brand Development
  - 15.9.2. Personal Branding Laws
  - 15.9.3. Tools for Creating Personal Brands
- 15.10. Leadership and Team Management
  - 15.10.1. Leadership and Leadership Styles
  - 15.10.2. Leadership Skills and Challenges
  - 15.10.3. Managing Change Processes
  - 15.10.4. Managing Multicultural Teams

06

# 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.



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

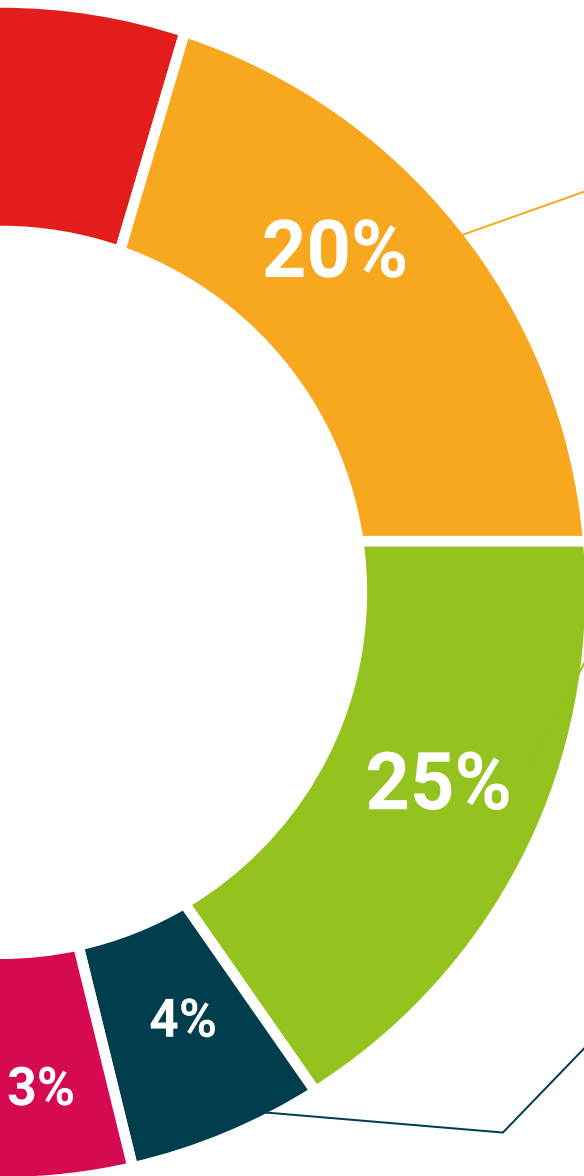
They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



### 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.





07

# Certificate

The MBA in Advertising and Public Relations Management 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 **MBA in Advertising and Public Relations Management** contains the most complete and up-to-date program on the market.

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

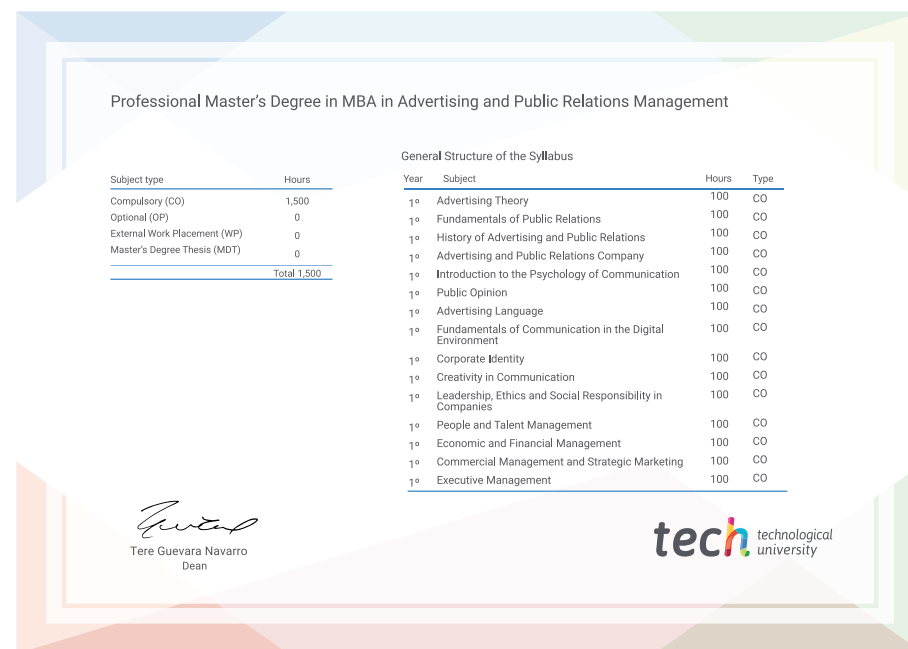
The diploma issued by **TECH Technological University** will reflect the qualification obtained in the Professional Master's Degree, and meets the requirements commonly demanded by labor exchanges, competitive examinations and professional career evaluation committees.

Title: **Professional Master's Degree in MBA in Advertising and Public Relations Management**

Official N° of hours: **1,500 h.**

Modality: **online**

Duration: **12 months**



\*Apostille Convention. In the event that the student wishes to have their paper diploma 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



## Professional Master's Degree

MBA in Advertising and Public Relations Management

- » Modality: online
- » Duration: 12 months
- » Certificate: TECH Technological University
- » Schedule: at your own pace
- » Exams: online

# Professional Master's Degree

## MBA in Advertising and Public Relations Management

