

# Advanced Master's Degree Senior Management in Advertising and Public Relations

A M D S M A P R



## Advanced Master's Degree Senior Management in Advertising and Public Relations

- » Modality: online
- » Duration: 2 years
- » Certificate: TECH Global University
- » Credits: 120 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtute.com/us/school-of-business/advanced-master-degree/advanced-master-degree-senior-management-advertising-public-relations](http://www.techtute.com/us/school-of-business/advanced-master-degree/advanced-master-degree-senior-management-advertising-public-relations)

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# 01

# Welcome

Advertising and public relations are fundamental in any business, since they help to create a corporate image of great value to the public, offering the credibility and trust that consumers demand and that will encourage them to make a purchase. This is why companies today allocate a large budget to this area, as managers have understood its importance and, above all, the added value it brings to the business, which translates into new sales. However, professionals in this sector demand more complete refresher programs, in which they can find all the relevant aspects that a manager must handle in order to develop successfully in this sector. With this in mind, TECH has devised this program, which brings together the most innovative aspects of two essential areas of action in this field: Business administration and advertising and public relations. In this way, students will have the opportunity to specialize in a high-level program adapted to the needs of 21st century professionals.



Advanced Master's Degree in Senior Management in Advertising and Public Relations.  
TECH Global University



“

*Learn the main techniques of advertising and public relations and apply them successfully to your daily practice”*

02

# Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class centre for intensive managerial skills training.



“

*TECH is a university at the forefront of technology, and puts all its resources at the student's disposal to help them achieve entrepreneurial success"*

## At TECH Global University



### Innovation

The university offers an online learning model that combines the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"Microsoft Europe Success Story", for integrating the innovative, interactive multi-video system.



### The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

**95%** | of TECH students successfully complete their studies



### Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

**100,000+**  
executives trained each year

**200+**  
different nationalities



### Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

**500+** | collaborative agreements with leading companies



### Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.



### Multicultural Context

While studying at TECH, students will enjoy a unique experience. by studying in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.





TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:



### Analysis

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TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.



### Academic Excellence

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TECH offers students the best online learning methodology. The university combines the Relearning method (a postgraduate learning methodology with the highest international rating) with the Case Study. A complex balance between tradition and state-of-the-art, within the context of the most demanding academic itinerary.



### Economy of Scale

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TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a groundbreaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.



### Learn with the best

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In the classroom, TECH's teaching staff discuss how they have achieved success in their companies, working in a real, lively, and dynamic context. Teachers who are fully committed to offering a quality specialization that will allow students to advance in their career and stand out in the business world.

Teachers representing 20 different nationalities.



*At TECH, you will have access to the most rigorous and up-to-date case studies in the academic community"*

03

# Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in Senior Management in Advertising and Public Relations

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.





*We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you training of the highest academic level"*

This program will provide students with a multitude of professional and personal advantages, particularly the following:

01

### A significant career boost

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

*70% of participants achieve positive career development in less than 2 years.*

02

### Develop a strategic and global vision of companies

TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional areas.

*Our global vision of companies will improve your strategic vision.*

03

### Consolidate the student's senior management skills

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

*You will work on more than 100 real senior management cases.*

04

### Take on new responsibilities

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

*45% of graduates are promoted internally.*

05

### Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

*You will find a network of contacts that will be instrumental for professional development.*

06

### Thoroughly develop business projects

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different areas in companies.

*20% of our students develop their own business idea.*

07

### Improve soft skills and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

*Improve your communication and leadership skills and enhance your career.*

08

### Be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified professors from the most prestigious universities in the world: the TECH Global University community.

*We give you the opportunity to train with a team of world renowned teachers.*

# 04 Objectives

The main objective of this TECH Advanced Master's Degree is to offer students the most complete and relevant information on advertising and public relations management, so that they acquire the necessary skills to establish contacts of great interest to companies, which favor the growth of the company and, above all, attract more users to consumption. Undoubtedly, this is a program that will mark a quality plus in the training of the students.



“

*This program will provide you with the knowledge you need to successfully manage in the field of advertising and public relations”*

Your goals are our goals.

We work together to help you achieve them.

The **Advanced Master's Degree in Senior Management in Advertising and Public Relations** will qualify you to:

01

Define the latest trends in business management, taking into account the globalized environment that governs senior management criteria

04

Develop strategies to carry out decision-making in a complex and unstable environment

02

Develop the key leadership skills that should define working professionals

03

Follow the sustainability criteria set by international standards when developing a business plan





05

Create corporate strategies that set the script for the company to follow in order to be more competitive and achieve its own objectives

06

Develop the essential competencies to strategically manage the business activity

07

Design innovative strategies and policies to improve management and business efficiency

08

Understand the best way to manage the company's human resources, getting greater performance from employees that, in turn, increases the company's profits



09

Understand the economic environment in which the company operates and develop appropriate strategies to anticipate changes

12

Acquire the necessary knowledge to communicate adequately in all areas, channels and networks using the appropriate languages for each communication style

10

Understand the logistic operations that are necessary in the business environment, so as to manage them appropriately

13

Identify the professional profiles of advertising and public relations professionals, as well as the main skills required in the performance of their professional practice

11

Be able to develop all the phases of a business idea: design, feasibility plan, execution, monitoring

14

Identify the fundamental principles of human creativity and its application in the manifestations of persuasive communication



15

Master the elements, forms and processes of advertising languages and other forms of communication, using the knowledge of the English language, analyzing the different levels and components that make up the English linguistic system, as well as the discursive products that are framed in the different textual typologies

16

Relate advertising and public relations in a coherent manner with other social and human sciences

17

Recognize the elements, forms and processes of advertising languages and other forms of persuasive communication

18

Recognize significant and appropriate tools for the study of advertising and public relations

21

Encouraging creativity and persuasion through different media and communication media

19

Knowledge of the fields of advertising and public relations and their processes and organizational structures

22

Enable the student to analyze and optimize the use of new communication channels and strategies of digital media by the advertising and public relations professional

20

Recognize the structure and transformation of today's society as it relates to the elements, forms and processes of advertising and public relations communication

23

Be able to apply the necessary techniques for the management of a communication department within companies and institutions



24

Know how to organize events in the private and public sphere, following protocol guidelines

# 05 Skills

TECH Global University is aware of the need for specialization of business professionals in different areas related to their activity and, therefore, has designed this Advanced Master's Degree in Senior Management in Advertising and Public Relations with which students will have the opportunity to develop the necessary skills that will allow them to improve in their work practice, being more competitive and applying the necessary tools to excel in this sector.





“

*Develops the skills necessary to successfully manage advertising and public relations campaigns”*

01

Perform overall management of the company, applying leadership techniques that influence the performance of workers, in such a way that the company's objectives are achieved

02

Be part of and lead the company's corporate and competitive strategy

03

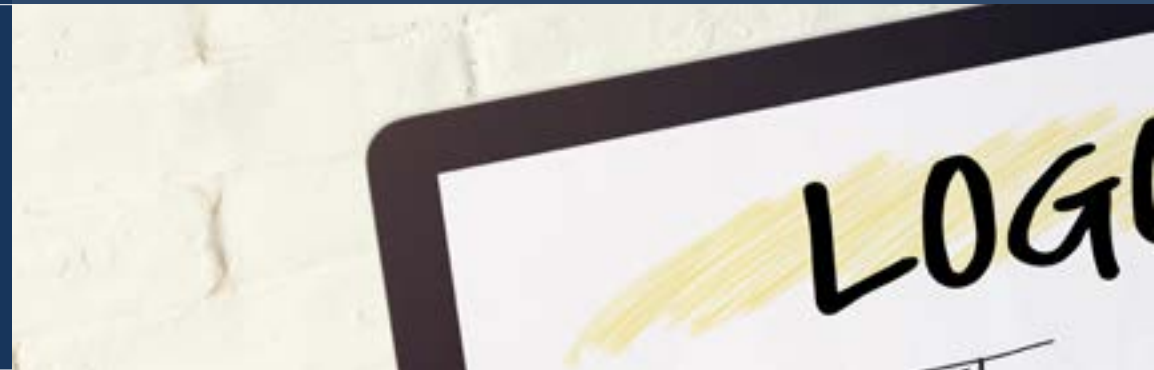
Proper team management to improve productivity and, therefore, company profits

04

Control the company's logistics processes, as well as purchasing and procurement

05

Delve into the new business models associated with information systems





06

Apply the most appropriate strategies to support e-commerce of the company's products

08

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



09

Use knowledge of the advertising medium as a starting point for projects

07

Focus on innovation in all processes and areas of the company

10

Describe the different historical moments of advertising

11

Know the competencies of the advertising and public relations fields

12

Manage the relevant aspects of public opinion

13

Use the most appropriate advertising language in each context





14

Communication in the digital environment

15

Develop a complete corporate image

16

Use psychology and creative tools necessary for advertising communication

06

# Structure and Content

This TECH Advanced Master's Degree has been structured in such a way that business professionals are able to learn in depth and comprehensively through the most up-to-date concepts of advertising and public relations management. To do so, they will be able to carry out a self-guided study that will take them through the latest contributions to these professional areas so that they can learn, in depth, those techniques and tools that they will be able to apply to their daily practice. Undoubtedly, a state-of-the-art program for professionals seeking excellence.



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*A very well-structured syllabus in a fully digital format that will allow you to self-manage your study time"*

## Syllabus

The Advanced Master's Degree in Senior Management in Advertising and Public Relations of TECH Global University is an intensive program that prepares the professional to face challenges and business decisions both nationally and internationally. Its content is designed to promote the development of managerial skills that enable more rigorous decision-making in uncertain environments.

Throughout 3,000 hours of study, a multitude of practical cases will be analyzed through individual work, achieving high quality learning that you will be able to apply later to your daily practice. It is, therefore, an authentic immersion in real business situations.

This program deals in depth with the main areas of the company and is designed for managers to understand advertising and public relations management from a strategic, international and innovative perspective.

A plan focused on professional

improvement that prepares the professional to achieve excellence in the field of management and business management. A program that understands the needs of your students and your company through innovative content based on the latest trends, and supported by the best educational methodology and an exceptional faculty, which will provide them with the competencies to solve critical situations in a creative and efficient way.

This program is developed over 2 years and is divided into 18 modules:

<b>Module 1</b>	Leadership, Ethics, and CSR
<b>Module 2</b>	Strategic Management and Executive Management
<b>Module 3</b>	People and Talent Management
<b>Module 4</b>	Economic and Financial Management
<b>Module 5</b>	Operations and Logistics Management
<b>Module 6</b>	Information Systems Management
<b>Module 7</b>	Innovation and Project Management
<b>Module 8</b>	Commercial Management, Marketing and Corporate Communications
<b>Module 9</b>	Advertising Theory
<b>Module 10</b>	Fundamentals of Public Relations
<b>Module 11</b>	History of Advertising and Public Relations
<b>Module 12</b>	Advertising and Public Relations Company
<b>Module 13</b>	Introduction to the Psychology of Communication
<b>Module 14</b>	Public Opinion
<b>Module 15</b>	Advertising Language
<b>Module 16</b>	Fundamentals of Communication in the Digital Environment
<b>Module 17</b>	Corporate Identity
<b>Module 18</b>	Creativity in Communication



### Where, When and How is it Taught?

TECH offers the possibility of developing this program completely online. During the 2 years of training, the student will be able to access all the contents in this program at any time, which will allow them to manage their own study time.

*A unique, key, and decisive educational experience to boost your professional development and make the definitive leap.*

**Module 1. Leadership, Ethics, and CSR**

**1.1. Globalization and Governance**

- 1.1.1. Globalization and Trends: Market Internationalization
- 1.1.2. Economic Environment and Corporate Governance
- 1.1.3. Accountability or the Rendition of Accounts

**1.2. Leadership**

- 1.2.1. Intercultural Environment
- 1.2.2. Leadership and Management
- 1.2.3. Management Roles and Responsibilities

**1.3. Business Ethics**

- 1.3.1. Ethics and Integrity
- 1.3.2. Ethical Behavior in Companies
- 1.3.3. Deontology, Codes of Ethics and Codes of Conduct
- 1.3.4. Fraud and Corruption Prevention

**1.4. Sustainability**

- 1.4.1. Business and Sustainable Development
- 1.4.2. Social, Environmental, and Economic Impact
- 1.4.3. The 2030 Agenda and the SDGs.

**1.5. Corporate Social Responsibility**

- 1.5.1. Corporate Social Responsibility
- 1.5.2. Roles and Responsibilities
- 1.5.3. Implementation of Corporate Social Responsibility

**Module 2. Strategic Management and Executive Management**

**2.1. Organizational Analysis and Design**

- 2.1.1. Organizational Culture
- 2.1.2. Analysis of Organizations
- 2.1.3. Designing the Organizational Structure

**2.2. Corporate Strategy**

- 2.2.1. Corporate Level Strategy
- 2.2.2. Types of Corporate Level Strategies
- 2.2.3. Determining the Corporate Strategy
- 2.2.4. Corporate Strategy and Reputational Image

**2.3. Strategic Planning and Strategy Formulation**

- 2.3.1. Strategic Thinking
- 2.3.2. Strategic Planning and Strategy Formulation
- 2.3.3. Sustainability and Corporate Strategy

**2.4. Strategy Models and Patterns**

- 2.4.1. Wealth, Value, and Return on Investments
- 2.4.2. Corporate Strategy: Methods
- 2.4.3. Growing and Consolidating the Corporate Strategy

**2.5. Strategic Management**

- 2.5.1. Mission, Vision and Strategic Values
- 2.5.2. Balanced Scorecard/Control Panel
- 2.5.3. Analyzing, Monitoring, and Evaluating the Corporate Strategy
- 2.5.4. Strategic Management and Reporting

**2.6. Implementing and Executing Strategy**

- 2.6.1. Strategic Implementation: Objectives, Actions and Impacts
- 2.6.2. Strategic Alignment and Supervision
- 2.6.3. Continuous Improvement Approach

**2.7. Director Management**

- 2.7.1. Functional Integration of the Corporate Strategy
- 2.7.2. Executive Management and Process Development
- 2.7.3. Knowledge Management

**2.8. Analyzing and Solving Cases/Problems**

- 2.8.1. Problem Solving Methodology
- 2.8.2. Case Method
- 2.8.3. Positioning and Decision Making



**Module 3. People and Talent Management**
**3.1. Organizational Behavior**

- 3.1.1. Organizational Theory
- 3.1.2. Key Factors for Change in Organizations
- 3.1.3. Corporate Strategies, Types, and Knowledge Management

**3.2. Strategic People Management**

- 3.2.1. People Management and Strategic Alignment
- 3.2.2. Human Resources Strategic Plan: Design and Implementation
- 3.2.3. Job Analysis: Design and Selection of People
- 3.2.4. Training and Professional Development

**3.3. Management and Leadership Development**

- 3.3.1. Management Skills: 21st Century Skills and Abilities
- 3.3.2. Non-Managerial Skills
- 3.3.3. Map of Skills and Abilities
- 3.3.4. Leadership and People Management

**3.4. Change Management**

- 3.4.1. Organisational Analysis
- 3.4.2. Strategic Approach
- 3.4.3. Change Management: Key Factors, Process Design and Management
- 3.4.4. Continuous Improvement Approach

**3.5. Negotiation and Conflict Management**

- 3.5.1. Negotiation Objectives Differentiating Elements
- 3.5.2. Effective Negotiation Techniques
- 3.5.3. Conflicts: Factors and Types
- 3.5.4. Efficient Conflict Management: Negotiation and Communication

**3.6. Executive Communication**

- 3.6.1. Corporate Strategy and Management Communication
- 3.6.2. Internal Communication: Influence and Impact
- 3.6.3. Interpersonal Communication: Team Management and Skills

**3.7. Team Management and People Performance**

- 3.7.1. Multicultural and Multidisciplinary Environment
- 3.7.2. Team and People Management
- 3.7.3. Coaching and People Performance
- 3.7.4. Management Meetings: Planning and Time Management

**3.8. Knowledge and Talent Management**

- 3.8.1. Identifying Knowledge and Talent in Organizations
- 3.8.2. Corporate Knowledge and Talent Management Models
- 3.8.3. Creativity and Innovation

**Module 4. Economic and Financial Management**
**4.1. Economic Environment**

- 4.1.1. Organizational Theory
- 4.1.2. Key Factors for Change in Organizations
- 4.1.3. Corporate Strategies, Types, and Knowledge Management

**4.2. Executive Accounting**

- 4.2.1. International Accounting Framework
- 4.2.2. Introduction to the Accounting Cycle
- 4.2.3. Accounting Statements of the Companies
- 4.2.4. Analysis of Financial Statements: Decision-making

**4.3. Budget and Management Control**

- 4.3.1. Budgetary Planning
- 4.3.2. Management Control: Design and Objectives
- 4.3.3. Supervision and Reporting

**4.4. Company Tax Responsibility**

- 4.4.1. Corporate Tax Responsibility
- 4.4.2. Tax Procedure: A Case-Country Approach

**4.5. Corporate Control Systems**

- 4.5.1. Types of Control
- 4.5.2. Regulatory Legislative/Compliance
- 4.5.3. Internal Auditing
- 4.5.4. External Auditing

**4.6. Financial Management**

- 4.6.1. Introduction to Financial Management
- 4.6.2. Financial Management and Corporate Strategy
- 4.6.3. Chief Financial Officer (CFO): Managerial Competencies

**4.7. Financial Planning**

- 4.7.1. Business Models and Financing Needs
- 4.7.2. Financial Analysis Tools
- 4.7.3. Short-term Financial Planning
- 4.7.4. Long-term Financial Planning

**4.8. Corporate Financial Strategy**

- 4.8.1. Corporate Financial Investments
- 4.8.2. Strategic Growth: Types

**4.9. Macroeconomic Context**

- 4.9.1. Macroeconomic Analysis
- 4.9.2. Economic Indicators
- 4.9.3. Economic Cycle

**4.10. Strategic Financing**

- 4.10.1. Banking Business: Current Environment
- 4.10.2. Risk Analysis and Management

**4.11. Money and Capital Markets**

- 4.11.1. Fixed Income Market
- 4.11.2. Equity Market
- 4.11.3. Valuation of Companies

**4.12. Analyzing and Solving Cases/ Problems**

- 4.12.1. Problem Solving Methodology
- 4.12.2. Case Method

**Module 5. Operations and Logistics Management**

**5.1. Operations Management**

- 5.1.1. Define the Operations Strategy
- 5.1.2. Supply Chain Planning and Control
- 5.1.3. Indicator Systems

**5.2. Purchasing Management**

- 5.2.1. Stock Management
- 5.2.2. Warehouse Management
- 5.2.3. Purchasing and Procurement Management

**5.3. Supply chain Management (1)**

- 5.3.1. Costs and Efficiency of the Operations Chain
- 5.3.2. Change in Demand Patterns
- 5.3.3. Change in Operations Strategy

**5.4. Supply chain Management (2) Implementation**

- 5.4.1. Lean Manufacturing/Lean Thinking
- 5.4.2. Logistics Management
- 5.4.3. Purchasing

**5.5. Logistical Processes**

- 5.5.1. Organization and Management by Processes
- 5.5.2. Procurement, Production, Distribution
- 5.5.3. Quality, Quality Costs, and Tools
- 5.5.4. After-Sales Service

**5.6. Logistics and Customers**

- 5.6.1. Demand Analysis and Forecasting
- 5.6.2. Sales Forecasting and Planning
- 5.6.3. Collaborative Planning, Forecasting, and Replacement

**5.7. International Logistics**

- 5.7.1. Customs, Export and Import processes
- 5.7.2. Methods and Means of International Payment
- 5.7.3. International Logistics Platforms

**5.8. Competing through Operations**

- 5.8.1. Innovation in Operations as a Competitive Advantage in the Company
- 5.8.2. Emerging Technologies and Sciences
- 5.8.3. Information Systems in Operations

**Module 6. Information Systems Management**

**6.1. Information Systems Management**

- 6.1.1. Business Information Systems
- 6.1.2. Strategic Decisions
- 6.1.3. The Role of the CIO

**6.2. Information Technology and Business Strategy**

- 6.2.1. Company and Industry Sector Analysis
- 6.2.2. Online Business Models
- 6.2.3. The Value of IT in a Company

**6.3. IS Strategic Planning**

- 6.3.1. The Process of Strategic Planning
- 6.3.2. Formulating the IS Strategy
- 6.3.3. Strategy Implementation Plan

**6.4. Information Systems and Business Intelligence**

- 6.4.1. CRM and Business Intelligence
- 6.4.2. Business Intelligence Project Management
- 6.4.3. Business Intelligence Architecture

**6.5. New ICT-Based Business Models**

- 6.5.1. Technology-based Business Models
- 6.5.2. Innovation Abilities
- 6.5.3. Redesigning the Value Chain Processes

**6.6. E-Commerce**

- 6.6.1. E-Commerce Strategic Plan
- 6.6.2. Logistics Management and Customer Service in E-Commerce.
- 6.6.3. E-Commerce as an Opportunity for Internationalization

**6.7. E-Business Strategies**

- 6.7.1. Social Media Strategies
- 6.7.2. Optimizing Service Channels and Customer Support
- 6.7.3. Digital Regulation

**6.8. Digital Business**

- 6.8.1. Mobile E-Commerce
- 6.8.2. Design and Usability
- 6.8.3. E-Commerce Operations

**Module 7. Commercial Management, Marketing, and Corporate Communications****7.1. Commercial Management**

- 7.1.1. Sales Management
- 7.1.2. Commercial Strategy
- 7.1.3. Sales and Negotiation Techniques
- 7.1.4. Management of Sales Teams

**7.2. Marketing**

- 7.2.1. Marketing and the Impact on the Company
- 7.2.2. Basic Marketing Variables
- 7.2.3. Marketing Plan

**7.3. Strategic Marketing Management**

- 7.3.1. Current Trends in Marketing
- 7.3.2. Marketing Tools
- 7.3.3. Marketing Strategy and Communication with Customers

**7.4. Digital Marketing Strategy**

- 7.4.1. Approach to Digital Marketing
- 7.4.2. Digital Marketing Tools
- 7.4.3. Inbound Marketing and the Evolution of Digital Marketing

**7.5. Sales and Communication Strategy**

- 7.5.1. Positioning and Promotion
- 7.5.2. Public Relations
- 7.5.3. Sales and Communication Strategy

**7.6. Corporate Communication**

- 7.6.1. Internal and External Communication
- 7.6.2. Communication Departments
- 7.6.3. Communication Managers: Managerial Skills and Responsibilities

**7.7. Corporate Communication Strategy**

- 7.7.1. Corporate Communication Strategy
- 7.7.2. Communication Plan
- 7.7.3. Press Release/Clipping/Publicity Writing

**Module 8. Innovation and Project Management****8.1. Innovation**

- 8.1.1. Framework Concept of Innovation
- 8.1.2. Types of Innovation
- 8.1.3. Continuous and Discontinuous Innovation
- 8.1.4. Training and Innovation

**8.2. Innovation Strategy**

- 8.2.1. Innovation and Corporate Strategy
- 8.2.2. Global Innovation Project: Design and Management
- 8.2.3. Innovation Workshops

**8.3. Business Model Design and Validation**

- 8.3.1. Lean Startup Methodology
- 8.3.2. Innovative Business Initiative: Stages
- 8.3.3. Financing Arrangements
- 8.3.4. Model Tools: Empathy Map, Canvas Model, and Metrics
- 8.3.5. Growth and Loyalty

**8.4. Project Management**

- 8.4.1. Innovation Opportunities
- 8.4.2. Feasibility Study and Proposal Specification
- 8.4.3. Project Definition and Design
- 8.4.4. Project Execution
- 8.4.5. Project Closure

**Module 9. Advertising Theory**

**9.1. Advertising Theory**

- 9.1.1. Introduction
- 9.1.2. Basic Notions on Advertising and Marketing
  - 9.1.2.1. Marketing
  - 9.1.2.2. Advertising
- 9.1.3. Advertising, Public Relations and Publicity
- 9.1.4. Dimensions and Social Scope of Contemporary Advertising
- 9.1.5. Successful Advertising: KFC

**9.2. History of Advertising**

- 9.2.1. Introduction
- 9.2.2. Origin
- 9.2.3. The Industrial Revolution and Advertising
- 9.2.4. The Development of the Advertising Industry
- 9.2.5. Advertising in the Internet World
- 9.2.6. Successful Advertising: Coca-Cola Case Study

**9.3. Advertising and its Protagonists I: The Advertiser**

- 9.3.1. Introduction
- 9.3.2. How the Advertising Industry Works
- 9.3.3. Types of Advertisers
- 9.3.4. Advertising in the Company's Organization Chart
- 9.3.5. Successful Advertising: Facebook Case Study

**9.4. Advertising and its Protagonists II: Advertising Agencies**

- 9.4.1. Introduction
- 9.4.2. The Advertising Agency: Advertising Communication Professionals
- 9.4.3. The Organizational Structure of Advertising Agencies
- 9.4.4. Types of Advertising Agencies
- 9.4.5. Fee Management in Advertising Agencies
- 9.4.6. Successful Advertising: Nike

**9.5. Advertising and its Protagonists III: The Advertising Receiver**

- 9.5.1. Introduction
- 9.5.2. The Advertising Recipient and its Context
- 9.5.3. The Advertising Recipient as a Consumer
- 9.5.4. Needs and Desires in Advertising
- 9.5.5. Advertising and Memory: on Advertising Effectiveness
- 9.5.6. Successful Advertising: Ikea Case Study

**9.6. The Advertising Creation Process I: From Advertiser to Media**

- 9.6.1. Introduction
- 9.6.2. Preliminary Aspects of the Advertising Creation Process
- 9.6.3. The Advertising Brief or Communication Brief
- 9.6.4. Creative Strategy
- 9.6.5. Media Strategy
  - 9.6.5.1. Successful Advertising: Apple

**9.7. The Process of Advertising Creation II: Creativity and Advertising**

- 9.7.1. Introduction
- 9.7.2. Fundamentals of Advertising Creative Work
- 9.7.3. Advertising Creativity and its Communicative Statute
- 9.7.4. Creative Work in Advertising
- 9.7.5. Successful Advertising: Real Madrid Case Study

**9.8. The Process of Advertising Creation III: Ideation and Development of the Advertising Manifesto**

- 9.8.1. Introduction
- 9.8.2. Creative Conception and Strategy
- 9.8.3. The Creative Conception Process
- 9.8.4. The Ten Basic Ways of Creativity According to Lluís Bassat: Advertising Genres
- 9.8.5. Advertising Formats
- 9.8.6. Successful Advertising: McDonalds

**9.9. Advertising Media Planning**

- 9.9.1. Introduction
- 9.9.2. Media and Planning
- 9.9.3. Advertising Media and their Classification
- 9.9.4. Media Planning Tools
- 9.9.5. Successful Advertising: Pepsi

**9.10. Advertising, Society and Culture**

- 9.10.1. Introduction
- 9.10.2. The Relationship between Advertising and Society
- 9.10.3. Advertising and Emotions
- 9.10.4. Advertising, Subjects and Things
- 9.10.5. Successful Advertising: Burger King

**Module 10. Fundamentals of Public Relations**

**10.1. Theoretical Framework of Public Relations**

- 10.1.1. Introduction
- 10.1.2. Public Relations Research
- 10.1.3. Main Public Relations Theorists
- 10.1.4. Public Relations and Related Items
- 10.1.5. Definition of Public Relations

**10.2. Evolution Over Time**

- 10.2.1. Stages
- 10.2.2. The Origin of Public Relations
- 10.2.3. Trends in Public Relations

**10.3. External Communication**

- 10.3.1. Characteristics and Audiences
- 10.3.2. Media Relations
- 10.3.3. Provision of Information

**10.4. Internal Communication**

- 10.4.1. Introduction
- 10.4.2. Functions and Objectives
- 10.4.3. Types of Internal Communication
- 10.4.4. Internal Communication Tools

**10.5. Public Relations and Public Opinion**

- 10.5.1. Powerful Media Image
- 10.5.2. The limited Influence of the Media
- 10.5.3. Structural Effects on the Company

**10.6. International Public Relations**

- 10.6.1. Characteristics of the International Society
- 10.6.2. Definition
- 10.6.3. The Role of International Public Relations
- 10.6.4. Types of Actions

**10.7. Public Relations and Crisis**

- 10.7.1. The Organization in the Face of a Crisis
- 10.7.2. Characteristics of Crises
- 10.7.3. Crisis Typologies

**10.8. Stages of Crisis**

- 10.8.1. Preliminary Phase
- 10.8.2. Acute Phase
- 10.8.3. Chronic Phase
- 10.8.4. Post-traumatic Phase

**10.9. Preparation of a Crisis Plan**

- 10.9.1. Analysis of Possible Problems
- 10.9.2. Plan
- 10.9.3. Adequacy of Personnel

**10.10. Communication Technologies in Crises**

- 10.10.1. Advantages
- 10.10.2. Disadvantages
- 10.10.3. Tools

**Module 11. History of Advertising and Public Relations**

**11.1. Advertising Activity before the Printing Press**

- 11.1.1. Advertising in its Most Primitive Forms
- 11.1.2. First Manifestations
- 11.1.3. The Old World

**11.2. From the Printing Press to the Industrial Revolution**

- 11.2.1. Some Aspects that Contributed to the Emergence of the Printing Press in Europe
- 11.2.2. First Expressions: Brochures and Posters
- 11.2.3. Brands and Labels
- 11.2.4. The Loud and Talkative Advertisements
- 11.2.5. The Sign and the Commercial Mural
- 11.2.6. The Birth of a New Media
- 11.2.7. Communication and Power: Controlling Persuasion

**11.3. The Revolutions**

- 11.3.1. Advertising and the Industrial Revolution
- 11.3.2. The Long and Tortuous Road to Press Freedom
- 11.3.3. From Propaganda to Advertising
- 11.3.4. Propaganda and Political Advertising: Concepts
- 11.3.5. Characteristics of this Advertisement
- 11.3.6. The Industrial Revolution in the Birth of Commercial Advertising

**11.4. Birth of Advertising**

- 11.4.1. The Origin of Commercial Advertising
- 11.4.2. The Technological Revolution
- 11.4.3. Printing Systems
- 11.4.4. The Paper
- 11.4.5. Photography
- 11.4.6. The Telegraph
- 11.4.7. Print Advertising
- 11.4.8. Posters

**11.5. Consolidation of Advertising Activity**

- 11.5.1. Economic Factors between 1848-1914
- 11.5.2. New Forms of Commercialization
- 11.5.3. Newspapers
- 11.5.4. Magazines
- 11.5.5. The Art of the Poster
- 11.5.6. Fundamentals of Modern Advertising
- 11.5.7. American Advertising Agencies
- 11.5.8. Advertising Technique and Craftsmanship

**11.6. Advertising Between Two Wars**

- 11.6.1. Characteristics of the Period 1914-1950
- 11.6.2. Advertising in World War I
- 11.6.3. Consequences of World War I on Advertising
- 11.6.4. Advertising Campaigns in the Second World War
- 11.6.5. Consequences of World War II on Advertising
- 11.6.6. Advertising Media
- 11.6.7. Poster and Advertising Graphic Design
- 11.6.8. Outdoor Advertising
- 11.6.9. The Cinema
- 11.6.10. Cinema as a Means of Persuasion
- 11.6.11. The Radio
- 11.6.12. Commercial Radio

**11.7. The Development of the Advertising Technique**

- 11.7.1. Advertising Activity between 1914 and 1950
- 11.7.2. Advertising Organization
- 11.7.3. Agencies and Styles

**11.8. Electronic Advertising**

- 11.8.1. TV. The Third Dimension of Advertising
- 11.8.2. Advertising in the 1950s and 1960s
- 11.8.3. The Arrival of Television

**11.9. Current Advertising**

- 11.9.1. Introduction
- 11.9.2. The Current Advertising Context: A Technological Perspective
- 11.9.3. Main Challenges of Today's Advertising Communication
- 11.9.4. Main Opportunities in Today's Advertising Communication

**11.10. History of Public Relations**

- 11.10.1. The Origins
- 11.10.2. Bernays and his Contributions
- 11.10.3. Expansion: PR in the Second Half of the Twentieth Century

**Module 12. Advertising and Public Relations Company**

**12.1. Structure of Advertising and/or Public Relations Agencies**

- 12.1.1. Structure
- 12.1.2. Functions
- 12.1.3. Agency Selection

**12.2. Economic Management of the Agency**

- 12.2.1. Types of Legal Form
- 12.2.2. Business Model
- 12.2.3. Project Development and Control

**12.3. Economic Relations in the Advertising Business**

- 12.3.1. Economic Relationships with Advertisers
- 12.3.2. Economic Relationships with Employees and Partners
- 12.3.3. Individual Entrepreneur and Self-Employed

**12.4. The Operating Account of the Advertising Agency**

- 12.4.1. Investment, Revenue and Turnover
  - 12.4.1.1. Expenses
  - 12.4.1.2. Personal
  - 12.4.1.3. Rent
  - 12.4.1.4. Amortization
  - 12.4.1.5. Non-billable Expenses
  - 12.4.1.6. Prospecting
  - 12.4.1.7. Delinquency
  - 12.4.1.8. Financial Expenses
- 12.4.2. Results
- 12.4.3. Annual Budget

**12.5. The Link Between Advertising and Public Relations**

- 12.5.1. In Relation to the Objectives
- 12.5.2. Regarding the Target Audience of the Activity
- 12.5.3. On the Selection of Media and Supports

**12.6. Remuneration Systems**

- 12.6.1. Remuneration of Agencies
- 12.6.2. Accounting Dimension of the Agency
- 12.6.3. Determination of the Budget

**12.7. Relations with External Stakeholders**

- 12.7.1. Advertising Agency Relations
- 12.7.2. Media Agency Relations
- 12.7.3. End Consumer Agency Relations

**12.8. Types of Growth Strategies**

- 12.8.1. Holdings
- 12.8.2. Value Chain
- 12.8.3. Challenges of Organizational Growth

**12.9. Internal Organization Chart of an Advertising Agency**

- 12.9.1. Agency Management Model
- 12.9.2. Accounts Department
- 12.9.3. Creative Department
- 12.9.4. Media Department
- 12.9.5. Production Department

**12.10. Team Management**

- 12.10.1. Motivation
- 12.10.2. Change Management and Leadership
- 12.10.3. Internal Communication

**Module 13.** Introduction to the Psychology of Communication

**13.1. History of Psychology**

- 13.1.1. Introduction
- 13.1.2. We Begin with the Study of Psychology
- 13.1.3. Science in Evolution. Historical and Paradigmatic Changes
- 13.1.4. Paradigms and Stages in Psychology
- 13.1.5. Cognitive Science

**13.2. Social Psychology**

- 13.2.1. Introduction
- 13.2.2. Beginning with the Study of Social Psychology: The Influence of Social Psychology
- 13.2.3. Empathy, Altruism and Helping Behavior

**13.3. Social Cognition**

- 13.3.1. Introduction
- 13.3.2. Thinking and Knowing, Vital Necessities
- 13.3.3. Social Cognition
- 13.3.4. Organizing Information
- 13.3.5. Prototypical or Categorical Thinking
- 13.3.6. The Mistakes We Make in Thinking: Inferential Biases
- 13.3.7. Automatic Information Processing

**13.4. Personality Psychology**

- 13.4.1. Introduction
- 13.4.2. What is the Self? Identity and Personality
- 13.4.3. Self-awareness
- 13.4.4. Self-esteem
- 13.4.5. Self-knowledge
- 13.4.6. Interpersonal Variables in Personality Shaping
- 13.4.7. Macro-social Variables in the Configuration of Personality
- 13.4.8. A New Perspective in the Study of Personality. Narrative Personality

**13.5. Emotions**

- 13.5.1. Introduction
- 13.5.2. What do we Talk about When we Get Excited?
- 13.5.3. The Nature of Emotions
  - 13.5.3.1. Emotion as Preparation for Action
- 13.5.4. Emotions and Personality
- 13.5.5. From another Perspective. Social Emotions

**13.6. Psychology of Communication. Persuasion and Attitude Change**

- 13.6.1. Introduction
- 13.6.2. Attitudes
- 13.6.3. Historical Models in the Study of Persuasive Communication
- 13.6.4. The Probability of Elaboration Model
- 13.6.5. Communication Processes through the Media
  - 13.6.5.1. A Historical Perspective

**13.7. The Sender**

- 13.7.1. Introduction
- 13.7.2. The Source of Persuasive Communication
- 13.7.3. Source Characteristics. Credibility
- 13.7.4. Source Characteristics. The Appeal
- 13.7.5. Emitter Characteristics. The Power
- 13.7.6. Processes in Persuasive Communication. Mechanisms Based on Primary Cognition
- 13.7.7. New Processes in Communication. Mechanisms Based on Secondary Cognition

**13.8. The Message**

- 13.8.1. Introduction
- 13.8.2. We Begin by Studying the Composition of the Message
- 13.8.3. Types of Messages: Rational vs. Emotional Messages
- 13.8.4. Emotional Messaging and Communication: Fear Inducing Messages

**13.9. The Receiver**

- 13.9.1. Introduction
- 13.9.2. The Role of the Recipient according to the Elaboration Probability Model
- 13.9.3. Recipient Needs and Motives: Their Impact on Attitude Change
- 13.9.4. Need for Esteem and Communication

**13.10. New Approaches to the Study of Communication**

- 13.10.1. Introduction
- 13.10.2. Non-conscious Processing of Information. Automatic Processes
- 13.10.3. Measuring Automatic Processes in Communication
- 13.10.4. First Steps in the New Paradigms
- 13.10.5. Theories of Dual Processing Systems
  - 13.10.5.1. Main Limitations of Dual Systems Theories



**Module 14. Public Opinion****14.1. The Concept of Public Opinion**

- 14.1.1. Introduction
- 14.1.2. Definition
- 14.1.3. Public Opinion as a Rational Phenomenon and as a Form of Social Control
- 14.1.4. Phases in the Growth of Public Opinion as a Discipline
- 14.1.5. The 20th Century

**14.2. Theoretical Framework of Public Opinion**

- 14.2.1. Introduction
- 14.2.2. Perspectives on the Discipline of Public Opinion in the 20th Century
- 14.2.3. Twentieth Century Authors
- 14.2.4. Walter Lippmann: Biased Public Opinion
- 14.2.5. Jürgen Habermas: The Political Value Perspective
- 14.2.6. Niklas Luhmann: Public Opinion as a Communicative Modality

**14.3. Social Psychology and Public Opinion**

- 14.3.1. Introduction
- 14.3.2. Psychosocial Variables in the Relationship of Persuasive Entities with their Public
- 14.3.3. The Name
- 14.3.4. Conformism

**14.4. Media Influence Models**

- 14.4.1. Introduction
- 14.4.2. Media Influence Models
- 14.4.3. Types of Media Effects
- 14.4.4. Research on Media Effects
- 14.4.5. The Power of the Media

**14.5. Public Opinion and Political Communication**

- 14.5.1. Introduction
- 14.5.2. Electoral Political Communication. Propaganda
- 14.5.3. Government Political Communication

**14.6. Public Opinion and Elections**

- 14.6.1. Introduction
- 14.6.2. Do Election Campaigns Influence Public Opinion?
- 14.6.3. The Effect of the Media in Election Campaigns as a Reinforcement of Opinions
- 14.6.4. Bandwagon and Underdog Effects

**14.7. Government and Public Opinion**

- 14.7.1. Introduction
- 14.7.2. Representatives and their Constituents
- 14.7.3. Political Parties and Public Opinion
- 14.7.4. Public Policies as an Expression of the Government's Action

**14.8. The Political Intermediation of the Press**

- 14.8.1. Introduction
- 14.8.2. Journalists as Political Intermediaries
- 14.8.3. Dysfunctions of Journalistic Intermediation
- 14.8.4. Reliance on Journalists as Intermediaries

**14.9. Public Sphere and Emerging Models of Democracy**

- 14.9.1. Introduction
- 14.9.2. The Public Sphere in the Information Society
- 14.9.3. The Public Sphere in the Information Society
- 14.9.4. Emerging Models of Democracy

**14.10. Methods and Techniques for Public Opinion Research**

- 14.10.1. Introduction
- 14.10.2. Opinion Polls
- 14.10.3. Types of Surveys
- 14.10.4. Analysis

**Module 15. Advertising Language**

**15.1. Thinking and Writing: Definition**

- 15.1.1. Definition of Copywriting
- 15.1.2. Historical Background of Advertising Copywriting and Phases of Professionalization

**15.2. Copywriting and Creativity**

- 15.2.1. Conditions of the Copywriting Process
- 15.2.2. Linguistic Competence
- 15.2.3. Functions of the Copywriter
  - 15.2.3.1. Definition of the Functions of the Copywriter

**15.3. The Principle of Coherence and Campaign Conceptualization**

- 15.3.1. The Principle of Campaign Unity
- 15.3.2. The Creative Team
- 15.3.3. The Conceptualization Process: Hidden Creativity
- 15.3.4. What is a Concept?
- 15.3.5. Applications of the Conceptualization Process
- 15.3.6. The Advertising Concept
- 15.3.7. Utility and Advantages of the Advertising Concept

**15.4. Advertising and Rhetoric**

- 15.4.1. Copywriting and Rhetoric
- 15.4.2. Placing Rhetoric
- 15.4.3. The Phases of Rhetoric
  - 15.4.3.1. Advertising Discourse and Classical Rhetorical Discourse
  - 15.4.3.2. Topoi and Reason Why as Argumentation

**15.5. Fundamentals and Characteristics of Copywriting**

- 15.5.1. Correction
- 15.5.2. Adaptation
- 15.5.3. Efficiency
- 15.5.4. Characteristics of Copywriting
- 15.5.5. Morphological: Nominalization
- 15.5.6. Syntactics: Deconstructing
- 15.5.7. Graphics: Emphatic Punctuation

**15.6. Argumentation Strategies**

- 15.6.1. Description
- 15.6.2. The Enthymeme
- 15.6.3. Narration
- 15.6.4. Intertextuality

**15.7. Styles and Slogans in Copywriting**

- 15.7.1. The Length of the Sentence
- 15.7.2. The Styles
- 15.7.3. The Slogan
- 15.7.4. A Phrase of Wartime Origin
- 15.7.5. The Characteristics of the Slogan
- 15.7.6. The Elocution of the Slogan
- 15.7.7. The Forms of the Slogan
- 15.7.8. The Functions of the Slogan

**15.8. Principles of Applied Copywriting and the Reason Why+USP Pairing**

- 15.8.1. Rigor, Clarity, Accuracy
- 15.8.2. Synthesis and Simplicity
- 15.8.3. Advertising Text Constraints
- 15.8.4. Application of the Reason Why + USP Pairing

**15.9. Copywriting in Conventional and Non-Conventional Media**

- 15.9.1. The Division Above-the-line/Below-the-line
- 15.9.2. Integration: Overcoming the ATL- BTL Controversy
- 15.9.3. Television Copywriting
- 15.9.4. Radio Copywriting
- 15.9.5. Press Copywriting
- 15.9.6. Copywriting for Outdoor Media
- 15.9.7. Copywriting in Non-Conventional Media
- 15.9.8. Direct Marketing Copywriting
- 15.9.9. Interactive Media Copywriting

**15.10. Criteria for the Evaluation of an Advertising Text and Other Writing Cases**

- 15.10.1. Classical Models of Advertising Analysis
- 15.10.2. Impact and Relevance
- 15.10.3. The Checklist of the Writer
- 15.10.4. Translation and Adaptation of Advertising Texts
- 15.10.5. New Technologies, New Languages
- 15.10.6. Writing in Web 2.0
- 15.10.7. Naming, Guerrilla Advertising and Other Copywriting Cases

**Module 16. Fundamentals of Communication in the Digital Environment**

**16.1. Web 2.0 or the Social Web**

- 16.1.1. Organization in the Age of Conversation
- 16.1.2. Web 2.0 is all about People
- 16.1.3. Digital Environment and New Communication Formats

**16.2. Digital Communication and Reputation**

- 16.2.1. Online Reputation Report
- 16.2.2. Etiquette and Best Practices in Social Networking
- 16.2.3. Branding and 2.0 Networks

**16.3. Online Reputation Plan Design and Planning**

- 16.3.1. Overview of the Main Social Media
- 16.3.2. Brand Reputation Plan
- 16.3.3. General Metrics, ROI, and Social CRM
- 16.3.4. Online Crisis and Reputational SEO

**16.4. Generalist, Professional and Microblogging Platforms**

- 16.4.1. Facebook
- 16.4.2. LinkedIn
- 16.4.3. Twitter

**16.5. Video, Image, and Mobility Platforms**

- 16.5.1. YouTube
- 16.5.2. Instagram
- 16.5.3. Flickr
- 16.5.4. Vimeo
- 16.5.5. Pinterest

**16.6. Content Strategy and Storytelling**

- 16.6.1. Corporate Blogging
- 16.6.2. Content Marketing Strategy
- 16.6.3. Creating a Content Plan
- 16.6.4. Content Curation Strategy

**16.7. Social Media Strategies**

- 16.7.1. Corporate PR and Social Media
- 16.7.2. Defining the Strategy to be Applied in Each Medium
- 16.7.3. Analysis and Evaluation of Results

**16.8. Community Administration**

- 16.8.1. Roles, Tasks and Responsibilities of the Community Administration
- 16.8.2. Social Media Manager
- 16.8.3. Social Media Strategist

**16.9. Social Media Plan**

- 16.9.1. Designing a Social Media Plan
- 16.9.2. Schedule, Budget, Expectations and Follow-up
- 16.9.3. Contingency Protocol in Case of Crisis

**16.10. Online Monitoring Tools**

- 16.10.1. Management Tools and Desktop Applications
- 16.10.2. Monitoring and Research Tools

Module 17. Corporate Identity

**17.1. The Importance of Image in Businesses**

- 17.1.1. What is Corporate Image?
- 17.1.2. Differences between Corporate Identity and Corporate Image
- 17.1.3. Where can the Corporate Image be Manifested?
- 17.1.4. Situations of Corporate Image Change. Why Get a Good Corporate Image?

**17.2. Research Techniques in Corporate Image**

- 17.2.1. Introduction
- 17.2.2. The study of the Company's Image
- 17.2.3. Corporate Image Research Techniques
- 17.2.4. Qualitative Image Study Techniques
- 17.2.5. Types of Quantitative Techniques

**17.3. Image Audit and Strategy**

- 17.3.1. What is Image Audit?
- 17.3.2. Guidelines
- 17.3.3. Audit Methodology
- 17.3.4. Strategic Planning

**17.4. Corporate Culture**

- 17.4.1. What is Corporate Culture?
- 17.4.2. Factors Involved in Corporate Culture
- 17.4.3. Functions of Corporate Culture
- 17.4.4. Types of Corporate Culture

**17.5. Corporate Social Responsibility and Corporate Reputation**

- 17.5.1. CSR: Concept and Application of the Company
- 17.5.2. Guidelines for Integrating CSR into Businesses
- 17.5.3. CSR Communication
- 17.5.4. Corporate Reputation

**17.6. Corporate Visual Identity and Naming**

- 17.6.1. Corporate Visual Identity Strategies
- 17.6.2. Basic Elements
- 17.6.3. Basic Principles
- 17.6.4. Preparation of the Manual
- 17.6.5. The Naming

**17.7. Brand Image and Positioning**

- 17.7.1. The Origins of Trademarks
- 17.7.2. What is a Brand?
- 17.7.3. The Need to Build a Brand
- 17.7.4. Brand Image and Positioning
- 17.7.5. The Value of Brands

**17.8. Image Management through Crisis Communication**

- 17.8.1. Strategic Communication Plan
- 17.8.2. When it All Goes Wrong: Crisis Communication
- 17.8.3. Cases

**17.9. The Influence of Promotions on Corporate Image**

- 17.9.1. The New Advertising Industry Landscape
- 17.9.2. The Marketing Promotion
- 17.9.3. Features
- 17.9.4. Dangers
- 17.9.5. Promotional Types and Techniques

**17.10. Distribution and Image of the Point of Sale**

- 17.10.1. The Main Players in Commercial Distribution
- 17.10.2. The Image of Retail Distribution Companies through Positioning
- 17.10.3. Through its Name and Logo

**Module 18. Creativity in Communication****18.1. To Create is to Think**

- 18.1.1. The Art of Thinking
- 18.1.2. Creative Thinking and Creativity
- 18.1.3. Thought and Brain
- 18.1.4. The Lines of Research on Creativity: Systematization

**18.2. Nature of the Creative Process**

- 18.2.1. Nature of Creativity
- 18.2.2. The Notion of Creativity: Creation and Creativity
- 18.2.3. The Creation of Ideas for Persuasive Communication
- 18.2.4. Nature of the Creative Process in Advertising

**18.3. The Invention**

- 18.3.1. Evolution and Historical Analysis of the Creation Process
- 18.3.2. Nature of the Classical Canon of Invention
- 18.3.3. The Classical View of Inspiration in the Origin of Ideas
- 18.3.4. Invention, Inspiration, Persuasion

**18.4. Rhetoric and Persuasive Communication**

- 18.4.1. Rhetoric and Advertising
- 18.4.2. The Rhetorical Parts of Persuasive Communication
- 18.4.3. Rhetorical Figures
- 18.4.4. Rhetorical Laws and Functions of Advertising Language

**18.5. Creative Behavior and Personality**

- 18.5.1. Creativity as a Personal Characteristic, as a Product and as a Process
- 18.5.2. Creative Behavior and Motivation
- 18.5.3. Perception and Creative Thinking
- 18.5.4. Elements of Creativity

**18.6. Creative Skills and Abilities**

- 18.6.1. Thinking Systems and Models of Creative Intelligence
- 18.6.2. Guilford's Three-Dimensional Model of Intellectual Structure
- 18.6.3. Interaction Between Factors and Intellectual Capabilities
- 18.6.4. Creative Skills
- 18.6.5. Creative Capabilities

**18.7. The Phases of the Creative Process**

- 18.7.1. Creativity as a Process
- 18.7.2. The Phases of the Creative Process
- 18.7.3. The Phases of the Creative Process in Advertising

**18.8. Troubleshooting**

- 18.8.1. Creativity and Problem Solving
- 18.8.2. Perceptual Blocks and Emotional Blocks
- 18.8.3. Methodology of Invention: Creative Programs and Methods

**18.9. The Methods of Creative Thinking**

- 18.9.1. Brainstorming as a Model of Idea Creation
- 18.9.2. Vertical Thinking and Lateral Thinking
- 18.9.3. Methodology of Invention: Creative Programs and Methods

**18.10. Creativity and Advertising Communication**

- 18.10.1. The Creative Process as a Specific Product of Advertising Communication
- 18.10.2. Nature of the Creative Process in Advertising: Creativity and the Creative Advertising Process
- 18.10.3. Methodological Principles and Effects of Advertising Creation
- 18.10.4. Advertising Creation: From Problem to Solution
- 18.10.5. Creativity and Persuasive Communication

07

# 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"*

## TECH Business School uses the 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"*



*This program prepares you to face business challenges in uncertain environments and achieve business success.*





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

### A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. 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 business reality is taken into account.

**“** *You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments”*

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

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

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

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

*Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.*

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 online business school is the only one in the world licensed to incorporate 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.

With this methodology we have 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, markets, and financial 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.



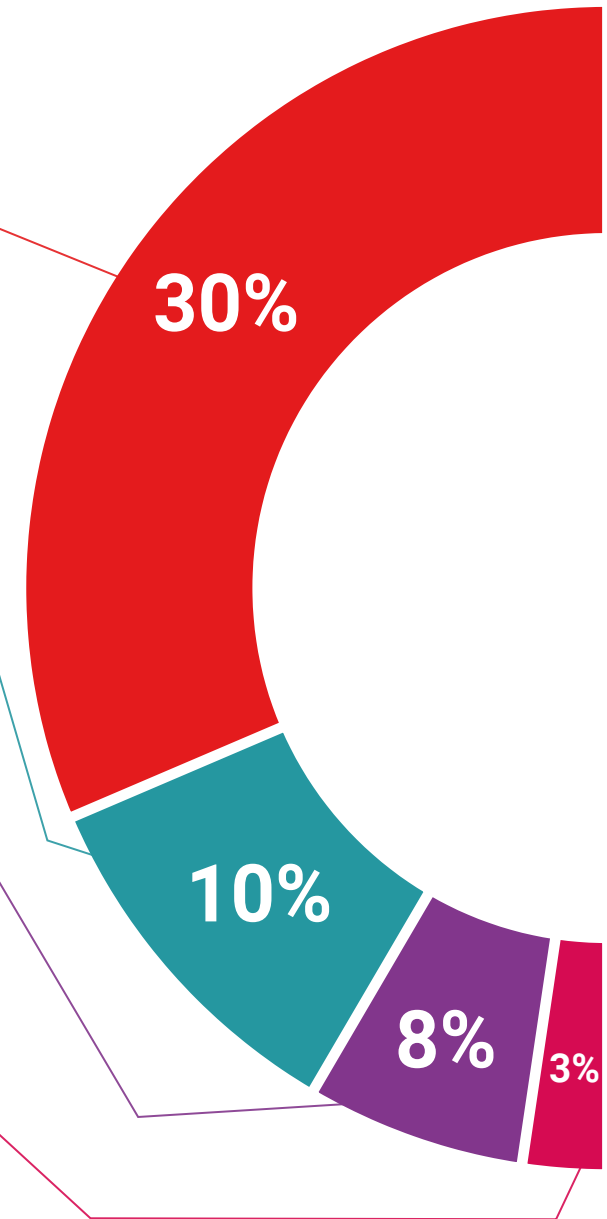
### Management Skills Exercises

They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



### 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 senior management 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.



08

# Our Students' Profiles

The students of this TECH Advanced Master's Degree are professionals with extensive experience in the sector who, aware of the need for academic updating, have opted for a program that brings together the most innovative concepts of MBA studies and advertising and public relations management. In this way, this program provides the necessary training to successfully manage in a highly competitive environment that is essential for the development of any company.





“

*A first-class program aimed at professionals seeking academic and professional excellence”*

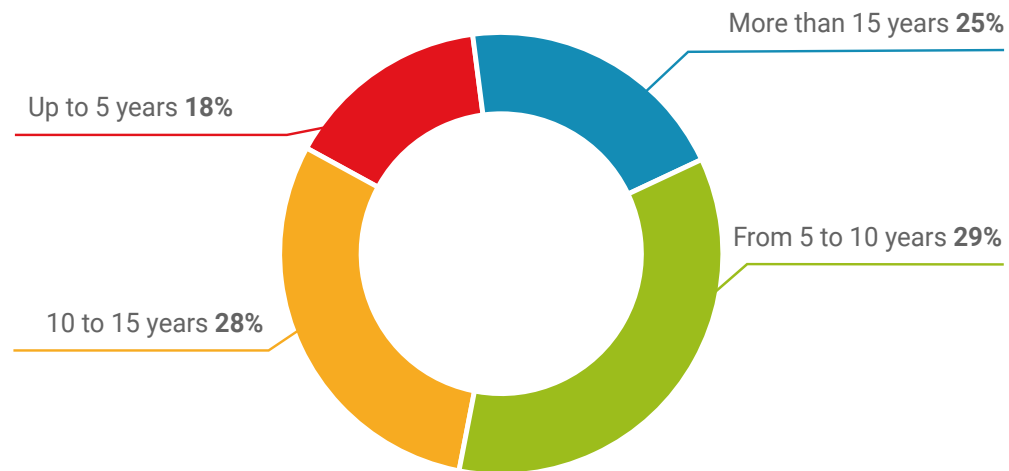
### Average Age

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Between **35** and **45** years old

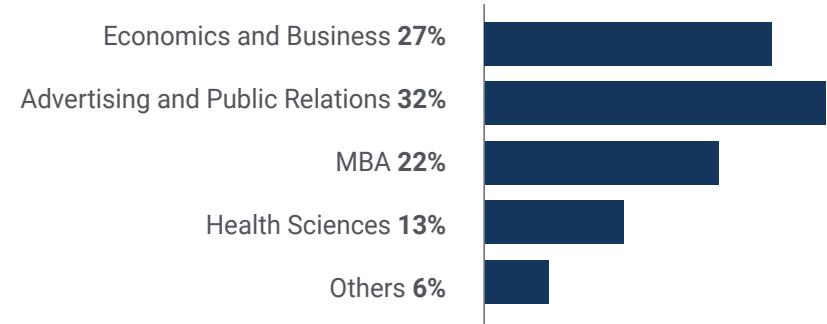
### Years of Experience

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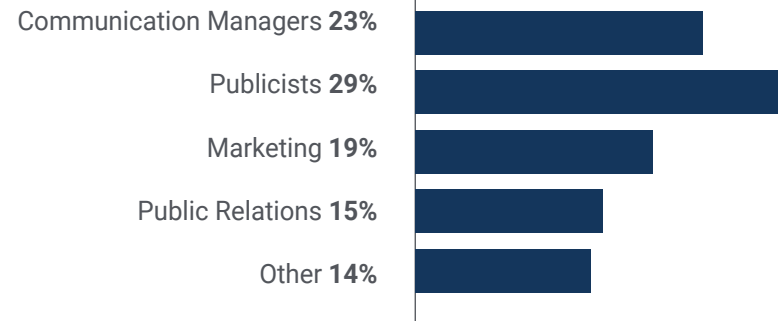
### Training

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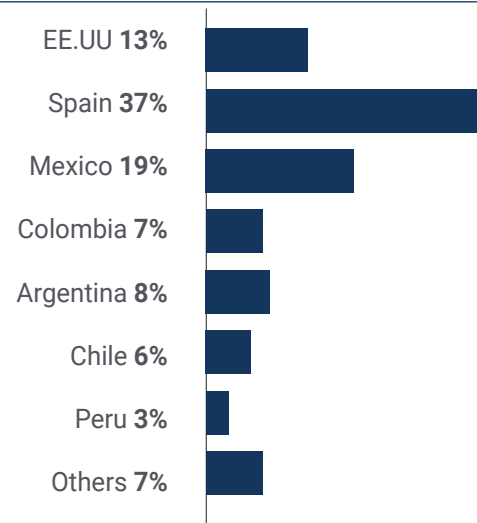
### Academic Profile

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## Geographical Distribution



## Leticia Palombo

Advertising and PR Director

*"The completion of this program has been indispensable for me to specialize in a sector in which I had always wanted to work. Thus, this Advanced Master's Degree in Senior Management in Advertising and Public Relations has been fundamental for my career, and I have been able to acquire the necessary knowledge to get my current job. Without a doubt, I would choose TECH again to continue my studies"*

09

# Impact on Your Career

The completion of this Advanced Master's Degree in Senior Management in Advertising and Public Relations at TECH is a unique opportunity to achieve the professional change that students desire. In this way, the program offers the most relevant and innovative information about this field of work, which will be essential for them to develop the necessary skills to successfully manage be successful in advertising and public relations. Undoubtedly, an academic experience that should not be missed.





“

*A unique program that will mark a before  
and after in the training of professionals”*

*Get the job improvement you want thanks to the specialization that TECH offers you with this Advanced Master's Degree*

### Are you ready to take the leap? Excellent professional development awaits you

The Advanced Master's Degree in Senior Management in Advertising and Public Relations of TECH Global University is an intensive program that prepares students to face challenges and business decisions, both nationally and internationally. Its main objective is to promote your personal and professional growth and to help you achieve success.

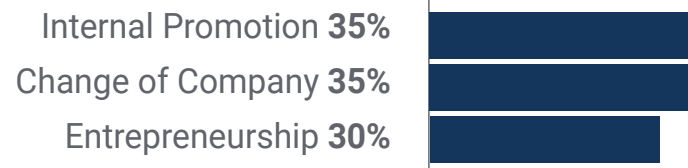
Therefore, those who wish to improve themselves, achieve a Generating Positive Change at a professional level and interact with the best, will find their place at TECH.

*Most of the students of this Advanced Master's Degree have achieved a job promotion in a short period of time.*

### When the change occurs



### Type of change



### Salary increase

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This program represents a salary increase of more than **25%** for our students.



10

# Benefits for Your Company

The completion of this Advanced Master's Degree in Senior Management in Advertising and Public Relations at TECH will not only improve the students' skills, but will also provide a competitive advantage for the companies in which they develop their professional careers. This is because this program covers specific issues on the subject that they will be able to apply later to their work environment, following the rules that govern the new market trends.



“

*The completion of this program will allow you to be more competitive in your work practice, bringing significant improvements to your company"*

Developing and retaining talent in companies is the best long-term investment.

01

### **Intellectual Capital and Talent Growth**

The executive will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization.

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02

### **Retaining high-potential managers Avoiding talent drain**

This program strengthens the link between the company and the executive and opens new avenues for professional growth within the company.

03

### **Building agents of change**

The manager will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.

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04

### **Increased international expansion possibilities**

Thanks to this program, the company will come into contact with the main markets in the world economy.





05

### **Project Development**

The manager will be able to work on a real project or develop new projects in the R&D or Business Development area of his or her company.

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06

### **Increased competitiveness**

This Advanced Master's Degree will equip students with the necessary skills to take on new challenges and thus drive the organization forward.

# 11

# Certificate

The Advanced Master's Degree in Senior Management in Advertising and Public Relations guarantees, in addition to the most rigorous and update training, access to a Advanced Master's Degree issued by TECH Global University.



“

*Successfully complete this training  
and receive your university degree  
without travel or laborious paperwork”*

This program will allow you to obtain your **Advanced Master's Degree diploma in Senior Management in Advertising and Public Relations** endorsed by **TECH Global University**, the world's largest online university.

**TECH Global University** is an official European University publicly recognized by the Government of Andorra ([official bulletin](#)). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University** title is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Advanced Master's Degree in Senior Management in Advertising and Public Relations**

Modality: **online**

Duration: **2 years**

Accreditation: **120 ECTS**



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



## Advanced Master's Degree

Senior Management in Advertising  
and Public Relations

- » Modality: **online**
- » Duration: **2 years**
- » Certificate: **TECH Global University**
- » Credits: **120 ECTS**
- » Schedule: **at your own pace**
- » Exams: **online**

# Advanced Master's Degree Senior Management in Advertising and Public Relations

