

# Advanced Master's Degree Senior Marketing and Advertising Management

A M D S M A M



## Advanced Master's Degree Senior Marketing and Advertising Management

- » 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-marketing-advertising-management](http://www.techtute.com/us/school-of-business/advanced-master-degree/advanced-master-degree-senior-marketing-advertising-management)

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# 01

# Welcome

Businesses operate in highly competitive environments, so they must focus on differentiation as the main way to stand out and attract the public's attention. This distinction is achieved through different and high quality products, but in today's globalized markets, it is also important to have adequate marketing and advertising campaigns to reach potential customers. Undoubtedly, this is one of the main departments in any business, since good advertising can help a brand acquire the desired reputation and gain a foothold in the market. Therefore, the work of managers in this field must be very thorough, obtaining a broad knowledge of the environment and of the company itself, in order to implement the most appropriate strategies, according to the needs of the organization. With this program, TECH has proposed to offer business professionals the most accurate training in this field, with a very complete syllabus distributed in three main blocks: Business Management, Marketing Management and Advertising Communication. All of these aspects will make a difference and will turn managers into true specialists in the sector.



Advanced Master's Degree in Senior Marketing and Advertising Management TECH Global University



“

*This program has been designed to push students' competencies towards the highest quality standards, until they become true Marketing and Advertising Managers"*

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. Study 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:



### 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"*



### 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

---

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

---

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.

03

# Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

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

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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

This program has been designed to provide business professionals with the necessary qualifications to successfully manage the Marketing and Advertising areas of their company. To this end, TECH provides students with the most relevant information in this area, fully up-to-date with the latest advances in the field. Undoubtedly, a program that will mark a before and after in their training and that will be fundamental for their future professional development.



“

*Specialize in Marketing and Advertising  
and apply the most appropriate strategies  
for the development of your business”*

TECH makes the goals of their students their own goals too.  
Working together to achieve them.

The **Advanced Master's Degree in Senior Marketing and Advertising Management** will train students to:

01

Integrate corporate vision and objectives into the company's marketing strategies and policies

02

Develop techniques and strategies in the digital environment associated with marketing, sales, and communication to establish channels for attracting and retaining users

03

Analyze the consumer's decision process in relation to marketing stimuli in detail

04

Successfully lead partially or fully digitized sales and marketing teams

05

Develop marketing, market research, and communication projects



06

Conduct market research to understand the environment and the opportunities it offers to achieve business success

08

Know the logistical processes of the company



09

Apply pricing policies

07

Develop leadership skills to lead marketing teams

10

Understand consumer behavior and needs and apply marketing policies that help build consumer loyalty

11

Gain in-depth knowledge of how marketing techniques can be applied to different sectors

14

Have the ability to appropriately contextualize the Communication Media Systems and specifically the World Communication Structure

12

Acquire the necessary knowledge to carry out appropriate communication in all fields, channels and networks using the appropriate language for each communicative style

13

Be able 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

15

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

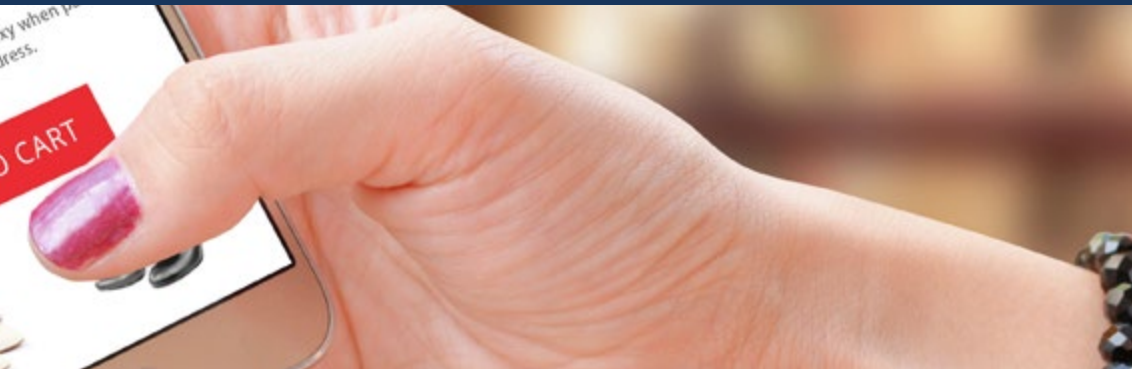


16

Know how to apply the Creative Processes to the field of Communication, especially to the field of Advertising and Public Relations

18

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



19

Know how to use the information and communication technologies and techniques in the different media or combined and interactive media systems

17

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

20

Know how to analyse the elements which make up the advertising message: graphic, audiovisual, musical and sound elements

21

Understanding the nature and communicative potential of images and graphic design

22

Enable the student to develop as an Advertising and Public Relations Professional in accordance with the legal and ethical standards of the profession

23

Know how to relate advertising and public relations in a coherent manner with other social and human sciences





24

Understand the importance of social networks and *e-mobile* as a support and commercial revolution and use these tools to achieve advertising and public relations objectives

25

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

26

Identify the methods and problems of the different branches of research in the field of Communication Sciences

# 05 Skills

At the end of this Advanced Master's Degree in Senior Management of Marketing and Advertising TECH Global University, the student will have acquired the competencies and skills necessary to manage these areas with total guarantees of success, providing the most appropriate strategies to meet the objectives of the company and promote its growth. In this way, thanks to this program you will obtain the necessary training that will be essential to stand out in a sector as competitive as this one.





A grayscale photograph of a hand pointing at a business chart on a document. The chart includes a bar graph and a pie chart. The text 'Profit Trend' is visible on the document. The image is partially obscured by a dark blue diagonal overlay.

“

*Know the main marketing and advertising strategies that will be fundamental for the successful development of your business”*

01

Conduct global 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

Apply the different digital tools to marketing processes

04

Have an in-depth understanding of customer purchasing behavior

05

Develop techniques, strategies, and leadership skills that are essential for proper marketing management





06

Manage and control a company's logistic processes

08

Design and manage an adequate marketing plan

09

Gain in-depth understanding of sectorial marketing and the particularities for each sector

07

Apply creativity and innovation to new product development

10

Achieve an international position for the company through marketing actions



11

Acquire the necessary skills for the professional practice of the Advertising Communication with the knowledge of all the necessary factors to perform it with quality and solvency

12

Describe the characteristics and fundamentals of communication

13

Know how to use the different online communication platforms

14

Develop a plan for the creation of the corporate identity

PASSION FOR FASHIO

WE'RE OPEN

15

Create communication in the digital environment

16

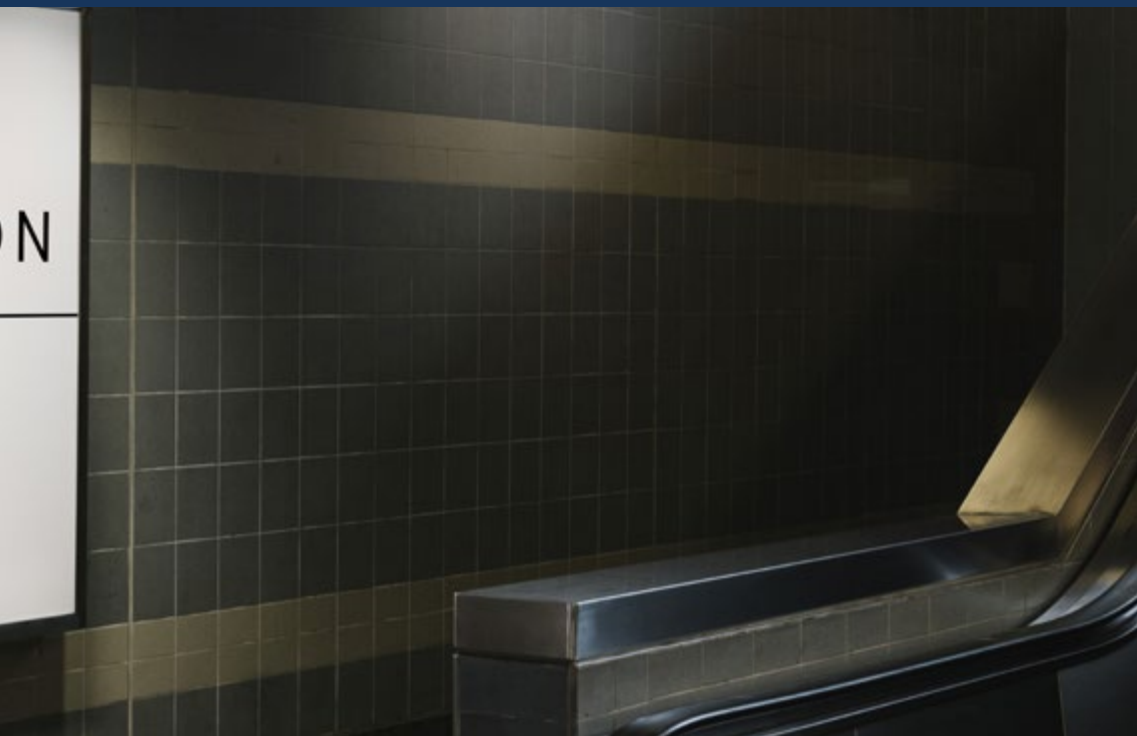
Use psychological mechanisms present in communication

17

Using advertising language

18

Apply creative techniques in communication



19

Write advertising copy

20

Perform art direction in advertising contexts

21

Develop a corporate identity for an organization





22

Recognize the flows of public opinion and the ability to exert force on them

23

Carry out *community management* efficiently

24

Know the legal framework that affects advertising

06

# Structure and Content

The structure of this academic program at TECH Global University has been designed with the needs of business professionals in mind, who demand high quality programs to grow successfully in areas that are becoming more and more important within the field of business. For this purpose, the syllabus has been structured in a schematic way, so that students can organize their own study time, following a specific academic path on the most innovative concepts and strategies.



“

*A very well-structured syllabus and a totally digital format with allow you to self-manage you study time”*

## Syllabus

The Advanced Master's Degree in Senior Marketing and Advertising Management at TECH Global University is an intensive program that prepares students to face business challenges and decisions at both national and international levels. 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, you will analyze a multitude of practical cases through individual work, achieving a deep learning that you will be able to transfer to your daily practice. It is, therefore, an authentic immersion in real business situations.

This program deals in depth with different areas of the company and is designed to specialize managers who understand Marketing and Advertising Management from a strategic, international and innovative perspective.

A plan designed for students, focused on their professional development, which prepares them to achieve excellence in the field of marketing and advertising. A program that understands both yours and your company's needs through innovative content based on the latest trends, and supported by the best educational methodology and an exceptional faculty, which will provide you with the skills to solve critical situations, creatively and efficiently.

This program takes place over 24 months and is divided into 25 modules:

<b>Module 1</b>	Leadership, Ethics, and CSR
<b>Module 2</b>	People and Talent Management
<b>Module 3</b>	Economic and Financial Management
<b>Module 4</b>	Information Systems Management
<b>Module 5</b>	Innovation and Project Management
<b>Module 6</b>	Market Research
<b>Module 7</b>	Management and Leadership
<b>Module 8</b>	Logistics and Economic Management
<b>Module 9</b>	Strategy in Marketing Management
<b>Module 10</b>	Customer Relationship Management
<b>Module 11</b>	Operational Marketing
<b>Module 12</b>	Sectorial Marketing
<b>Module 13</b>	International Marketing



## Where, When and How is it Taught?

TECH offers the possibility of developing this Advanced Master's Degree in Senior Marketing and Advertising Management completely online. Over the course of 24 months, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time.

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

<b>Module 14</b>	Digital Marketing and e-Commerce
<b>Module 15</b>	e-Commerce and Shopify
<b>Module 16</b>	Social Media and Community Management
<b>Module 17</b>	Structure of Communication
<b>Module 18</b>	Introduction to the Psychology of Personality
<b>Module 19</b>	Advertising Language
<b>Module 20</b>	Creativity in Communication
<b>Module 21</b>	Creative Advertising I: Writing
<b>Module 22</b>	Creative Advertising II: Art Management
<b>Module 23</b>	Corporate Identity
<b>Module 24</b>	Public Opinion
<b>Module 25</b>	Advertising Law

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

**1.1. Globalization and Governance**

- 1.1.1. Globalization and Trends in Internationalization of the Market
- 1.1.2. Economic Environment and Corporate Governance
- 1.1.3. Accountability

**1.2. Business Ethics**

- 1.2.1. Ethics and Integrity
- 1.2.2. Ethical Behavior in Companies
- 1.2.3. Deontology, Codes of Ethics and Codes of Conduct
- 1.2.4. Fraud and Corruption Prevention

**1.3. Sustainability**

- 1.3.1. Business and Sustainable Development
- 1.3.2. Social, Environmental, and Economic Impact
- 1.3.3. The 2030 Agenda and the SDGs.

**1.4. Corporate Social Responsibility**

- 1.4.1. Corporate Social Responsibility Roles and Responsibilities
- 1.4.2. Implementing Corporate Social Responsibility

**Module 2. People and Talent Management**

**2.1. Organizational Behavior**

- 2.1.1. Organizational Theory
- 2.1.2. Key Factors for Change in Organizations
- 2.1.3. Corporate Strategies, Typologies and Knowledge Management

**2.2. Strategic People Management**

- 2.2.1. Job Design, Recruitment, and Selection
- 2.2.2. Design and Implementation of Human Resources Strategic Plan
- 2.2.3. Job Analysis: Design and Selection of People
- 2.2.4. Training and Professional Development

**2.3. Management and Leadership Development**

- 2.3.1. Management Skills: 21st Century Skills and Abilities
- 2.3.2. Non-Managerial Skills
- 2.3.3. Map of Skills and Abilities
- 2.3.4. Leadership and People Management

**2.4. Change Management**

- 2.4.1. Performance Analysis
- 2.4.2. Strategic Approach
- 2.4.3. Change Management: Key Factors, Process Design and Management
- 2.4.4. Continuous Improvement Approach

**2.5. Negotiation and Conflict Management**

- 2.5.1. Negotiation Objectives: Differentiating Elements
- 2.5.2. Effective Negotiation Techniques
- 2.5.3. Conflicts: Factors and Types
- 2.5.4. Efficient Management of Conflicts: Negotiation and Communication

**2.6. Executive Communication**

- 2.6.1. Performance Analysis
- 2.6.2. Leading Change. Resistance to Change
- 2.6.3. Managing Change Processes
- 2.6.4. Managing Multicultural Teams

**2.7. Team Management and People Performance**

- 2.7.1. Multicultural and Multidisciplinary Environment
- 2.7.2. Team and People Management
- 2.7.3. *Coaching* and People Performance
- 2.7.4. Executive Meetings: Planning and Time Management

**2.8. Knowledge and Talent Management**

- 2.8.1. Identifying Knowledge and Talent in Organizations
- 2.8.2. Corporate Knowledge and Talent Management Models
- 2.8.3. Creativity and Innovation

### Module 3. Economic and Financial Management

#### 3.1. Economic Environment

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

#### 3.2. Executive Accounting

- 3.2.1. International Accounting Framework
- 3.2.2. Introduction to the Accounting Cycle
- 3.2.3. Company Financial Statements
- 3.2.4. Analysis of Financial Statements: Decision-Making

#### 3.3. Budget and Management Control

- 3.3.1. Budgetary Planning
- 3.3.2. Management Control: Design and Objectives
- 3.3.3. Supervision and *Reporting*

#### 3.4. Corporate Tax Responsibility

- 3.4.1. Corporate Tax Responsibility
- 3.4.2. Tax Procedure: A Case-Country Approach

#### 3.5. Corporate Control Systems

- 3.5.1. Types of Control
- 3.5.2. Regulatory Compliance
- 3.5.3. Internal Auditing
- 3.5.4. External Auditing

#### 3.6. Financial Management

- 3.6.1. Introduction to Financial Management
- 3.6.2. Financial Management and Corporate Strategy
- 3.6.3. Chief Financial Officer (CFO): Managerial Skills

#### 3.7. Financial Planning

- 3.7.1. Business Models and Financing Needs
- 3.7.2. Financial Analysis Tools
- 3.7.3. Short-Term Financial Planning
- 3.7.4. Long-Term Financial Planning

#### 3.8. Corporate Financial Strategy

- 3.8.1. Corporate Financial Investments
- 3.8.2. Strategic Growth: Types

#### 3.9. Macroeconomic Context

- 3.9.1. Macroeconomic Analysis
- 3.9.2. Economic Indicators
- 3.9.3. Economic Cycle

#### 3.10. Strategic Financing

- 3.10.1. Banking Business: Current Environment
- 3.10.2. Risk Analysis and Management

#### 3.11. Money and Capital Markets

- 3.11.1. Fixed Income Market
- 3.11.2. Equity Market
- 3.11.3. Valuation of Companies

#### 3.12. Analyzing and Solving Cases/Problems

- 3.12.1. Problem Solving Methodology
- 3.12.2. Case Method

### Module 4. Information Systems Management

#### 4.1. Information Systems Management

- 4.1.1. Business Information Systems
- 4.1.2. Strategic Decisions
- 4.1.3. The Role of the CIO

#### 4.2. Information Technology and Business Strategy

- 4.2.1. Company and Industry Sector Analysis
- 4.2.2. Online Business Models
- 4.2.3. The Value of IT in a Company

#### 4.3. IS Strategic Planning

- 4.3.1. The Process of Strategic Planning
- 4.3.2. Formulating the IS Strategy
- 4.3.3. Strategy Implementation Plan

#### 4.4. Information Systems and Business Intelligence

- 4.4.1. CRM and Business Intelligence
- 4.4.2. Business Intelligence Project Management
- 4.4.3. Business Intelligence Architecture

#### 4.5. New ICT-Based Business Models

- 4.5.1. Technology-Based Business Models
- 4.5.2. Innovation Abilities
- 4.5.3. Redesigning the Value Chain Processes

#### 4.6. E-Business Strategies

- 4.6.1. Social Media Strategies
- 4.6.2. Optimizing Service Channels and Customer Support
- 4.6.3. Digital Regulation

#### 4.7. Digital Business

- 4.7.1. Mobile e-Commerce
- 4.7.2. Design and Usability
- 4.7.3. E-Commerce Operations

**Module 5. Innovation and Project Management**

**5.1. Innovation**

- 5.1.1. Macro Concept of Innovation
- 5.1.2. Types of Innovation
- 5.1.3. Continuous and Discontinuous Innovation
- 5.1.4. Training and Innovation

**5.2. Innovation Strategy**

- 5.2.1. Innovation and Corporate Strategy
- 5.2.2. Global Innovation Project: Design and Management
- 5.2.3. Innovation Workshops

**5.3. Business Model Design and Validation**

- 5.3.1. The Lean Startup Methodology
- 5.3.2. Innovative Business Initiative: Stages
- 5.3.3. Financing Arrangements
- 5.3.4. Model Tools: Empathy Map, Canvas Model and Metrics
- 5.3.5. Growth and Loyalty

**5.4. Project Management**

- 5.4.1. Innovation Opportunities
- 5.4.2. Feasibility Study and Proposal Specification
- 5.4.3. Project Definition and Design
- 5.4.4. Project Execution
- 5.4.5. Project Closure

**Module 6. Market Research**

**6.1. Fundamentals of Marketing**

- 6.1.1. Main Definitions
- 6.1.2. Basic Concepts
- 6.1.3. The Evolution of the Concept of Marketing

**6.2. Marketing: From the Idea to the Market**

- 6.2.1. Concept and Scope of Marketing
- 6.2.2. Marketing Dimensions
- 6.2.3. Marketing 3.0

**6.3. New Competitive Environment**

- 6.3.1. Technological Innovation and Economic Impact
- 6.3.2. Knowledge Society
- 6.3.3. The New Consumer Profile

**6.4. Quantitative Research Methods and Techniques**

- 6.4.1. Variables and Measurement Scales
- 6.4.2. Information Sources
- 6.4.3. Sampling Techniques
- 6.4.4. The Treatment and Analysis of Data

**6.5. Qualitative Research Methods and Techniques**

- 6.5.1. Direct Techniques: Focus Group
- 6.5.2. Anthropological Techniques
- 6.5.3. Indirect Techniques
- 6.5.4. The Two Face Mirror and The Delphi Method

**6.6. Market Segmentation**

- 6.6.1. Market Typologies
- 6.6.2. Concept and Analysis of the Demand
- 6.6.3. Segmentation and Criteria
- 6.6.4. Defining the Target Audience

**6.7. Types of Buying Behaviour**

- 6.7.1. Complex Behaviour
- 6.7.2. Dissonance-Reducing Behaviour
- 6.7.3. Variety-Seeking Behavior
- 6.7.4. Habitual Behavior

**6.8. Marketing Information Systems**

- 6.8.1. Conceptual Approaches to Marketing Information Systems
- 6.8.2. Data Warehouse and Datamining
- 6.8.3. Geographical Information Systems

**6.9. Research Project Management**

- 6.9.1. Information Analysis Tools
- 6.9.2. Developing an Expectation Management Plan
- 6.9.3. Assessing the Feasibility of Projects

**6.10. Marketing Intelligence**

- 6.10.1. Big Data
- 6.10.2. User Experience
- 6.10.3. Applying Techniques

**Module 7. Management and Leadership**
**7.1. General Management**

- 7.1.1. Integrating Functional Strategies into the Global Business Strategies
- 7.1.2. Management Policy and Processes
- 7.1.3. *Society and Enterprise*

**7.2. Strategic Management**

- 7.2.1. Establishing the Strategic Position: Mission, Vision, and Values
- 7.2.2. Developing New Businesses
- 7.2.3. Growing and Consolidating Companies

**7.3. Competitive Strategy**

- 7.3.1. Market Analysis
- 7.3.2. Sustainable Competitive Advantage
- 7.3.3. Return on Investment

**7.4. Corporate Strategy**

- 7.4.1. Driving Corporate Strategy
- 7.4.2. Pacing Corporate Strategy
- 7.4.3. Framing Corporate Strategy

**7.5. Planning and Strategy**

- 7.5.1. The Relevance of Strategic Direction in the Management Control Process
- 7.5.2. Analysis of the Environment and the Organization
- 7.5.3. Lean Management

**7.6. Talent Management**

- 7.6.1. Managing Human Capital
- 7.6.2. Environment, Strategy, and Metrics
- 7.6.3. Innovation in People Management

**7.7. Management and Leadership Development**

- 7.7.1. Leadership and Leadership Styles
- 7.7.2. Motivation
- 7.7.3. Emotional Intelligence
- 7.7.4. Skills and Abilities of the Leader 7.0
- 7.7.5. Efficient Meetings

**7.8. Change Management**

- 7.8.1. Performance Analysis
- 7.8.2. Leading Change. Resistance to Change
- 7.8.3. Managing Change Processes
- 7.8.4. Managing Multicultural Teams

**Module 8. Logistics and Economic Management**
**8.1. Financial Diagnosis**

- 8.1.1. Indicators for Analyzing Financial Statements
- 8.1.2. Profitability Analysis
- 8.1.3. Economic and Financial Profitability of a Company

**8.2. Economic Analysis of Decisions**

- 8.2.1. Budget Control
- 8.2.2. Competitive Analysis. Comparative Analysis
- 8.2.3. Decision-Making. Business Investment or Divestment

**8.3. Investment Valuation and Portfolio Management**

- 8.3.1. Profitability of Investment Projects and Value Creation
- 8.3.2. Models for Evaluating Investment Projects
- 8.3.3. Sensitivity Analysis, Scenario Development, and Decision Trees

**8.4. Purchasing Logistics Management**

- 8.4.1. Stock Management
- 8.4.2. Warehouse Management
- 8.4.3. Purchasing and Procurement Management

**8.5. Supply Chain Management**

- 8.5.1. Costs and Efficiency of the Operations Chain
- 8.5.2. Change in Demand Patterns
- 8.5.3. Change in Operations Strategy

**8.6. Logistical Processes**

- 8.6.1. Organization and Management by Processes
- 8.6.2. Procurement, Production, Distribution
- 8.6.3. Quality, Quality Costs, and Tools
- 8.6.4. After-Sales Service

**8.7. Logistics and Customers**

- 8.7.1. Demand Analysis and Forecasting
- 8.7.2. Sales Forecasting and Planning
- 8.7.3. Collaborative Planning, Forecasting, and Replacement

**8.8. International Logistics**

- 8.8.1. Customs, Export and Import processes
- 8.8.2. Methods and Means of International Payment
- 8.8.3. International Logistics Platforms

**Module 9. Strategy in Marketing Management**

**9.1. Marketing Management**

- 9.1.1. Positioning and Value Creation
- 9.1.2. Company's Marketing Orientation and Positioning.
- 9.1.3. Strategic vs. Operational Marketing
- 9.1.4. Objectives in Marketing Management
- 9.1.5. Integrated Marketing Communications

**9.2. The Function of Strategic Marketing**

- 9.2.1. Main Marketing Strategies
- 9.2.2. Segmentation, Targeting, and Positioning
- 9.2.3. Managing Strategic Marketing

**9.3. Marketing Strategy Dimensions**

- 9.3.1. Necessary Resources and Investments
- 9.3.2. Fundamentals of Competitive Advantage
- 9.3.3. The Company's Competitive Behavior
- 9.3.4. Focus Marketing

**9.4. New Product Strategy Development**

- 9.4.1. Creativity and Innovation in Marketing
- 9.4.2. Generation and Filtering of Ideas
- 9.4.3. Commercial Viability Analysis
- 9.4.4. Development, Market Testing, and Commercialization

**9.5. Price-Setting Policies**

- 9.5.1. Short and Long-Term Aims
- 9.5.2. Types of Pricing
- 9.5.3. Factors that Affect Pricing

**9.6. Promotion and Merchandising Strategies**

- 9.6.1. Advertising Management
- 9.6.2. Communication and Media Plan
- 9.6.3. Merchandising as a Marketing Technique
- 9.6.4. Visual Merchandising

**9.7. Distribution, Expansion, and Intermediation Strategies**

- 9.7.1. Outsourcing of Sales Force and Customer Service
- 9.7.2. Commercial Logistics in Product and Service Sales Management
- 9.7.3. Sales Cycle Management

**9.8. Developing the Marketing Plan**

- 9.8.1. Analysis and Diagnosis
- 9.8.2. Strategic Decisions
- 9.8.3. Operational Decisions

**Module 10. Customer Relationship Management**

**10.1. Knowing the Market and the Consumer**

- 10.1.1. Open Innovation
- 10.1.2. Competitive Intelligence
- 10.1.3. Sharing Economy

**10.2. CRM and Business Philosophy**

- 10.2.1. Business Philosophy or Strategic Orientation
- 10.2.2. Customer Identification and Differentiation
- 10.2.3. The Company and its Stakeholders
- 10.2.4. Clientèle

**10.3. Database Marketing and Customer Relationship Management**

- 10.3.1. Database Marketing Applications
- 10.3.2. Laws and Regulations
- 10.3.3. Information Sources, Storage, and Processing

**10.4. Consumer Psychology and Behavior**

- 10.4.1. The Study of Consumer Behavior
- 10.4.2. Internal and External Consumer Factors
- 10.4.3. Consumer Decision Process
- 10.4.4. Consumerism, Society, Marketing, and Ethics

**10.5. Areas of CRM Management**

- 10.5.1. Customer Service
- 10.5.2. Managing the Sales Force
- 10.5.3. Customer Service

**10.6. Consumer Centric Marketing**

- 10.6.1. Segmentation
- 10.6.2. Profitability Analysis
- 10.6.3. Customer Loyalty Strategies

**10.7. CRM Management Techniques**

- 10.7.1. Direct Marketing
- 10.7.2. Multichannel Integration
- 10.7.3. Viral Marketing

**10.8. Advantages and Risks of Implementing CRM**

- 10.8.1. CRM, Sales and Costs
- 10.8.2. Customer Satisfaction and Loyalty
- 10.8.3. Technology Implementation
- 10.8.4. Strategic and Management Errors

## Module 11. Operational Marketing

### 11.1. Marketing Mix

- 11.1.1. The Marketing Value Proposition
- 11.1.2. Marketing Mix Policies, Strategies, and Tactics
- 11.1.3. Elements of the Marketing Mix
- 11.1.4. Customer Satisfaction and Marketing Mix

### 11.2. Product Management

- 11.2.1. Consumption Distribution and Product Life Cycle
- 11.2.2. Obsolescence, Expiration, Periodic Campaigns
- 11.2.3. Management Ratios of Orders and Stocks Control

### 11.3. Pricing Principles

- 11.3.1. Environmental Analysis
- 11.3.2. Production Costs and Discount Margins
- 11.3.3. Final Price and Positioning Map

### 11.4. Distribution Channel Management

- 11.4.1. Trade Marketing
- 11.4.2. Distribution Culture and Competition
- 11.4.3. Designing and Managing Channels
- 11.4.4. Functions of Distribution Channels
- 11.4.5. Route to Market

### 11.5. Promotion and Sales Channels

- 11.5.1. Corporate Branding
- 11.5.2. Advertising
- 11.5.3. Sales Promotion
- 11.5.4. Public Relations and Personal Selling
- 11.5.5. Street Marketing

### 11.6. Branding

- 11.6.1. Brand Evolution
- 11.6.2. Creating and Developing a Successful Brand
- 11.6.3. Brand Equity
- 11.6.4. Category Management

### 11.7. Managing Marketing Groups

- 11.7.1. Work Teams and Meeting Management
- 11.7.2. *Coaching* and Team Management
- 11.7.3. Managing Equality and Diversity

### 11.8. Communication and Marketing

- 11.8.1. Communication Integrated into Marketing
- 11.8.2. Designing a Marketing Communication Program
- 11.8.3. Communication Skills and Influence
- 11.8.4. Barriers to Business Communication

## Module 12. Sectorial Marketing

### 12.1. Services Marketing

- 12.1.1. Evolution and Growth of the Services Sector
- 12.1.2. Function of Services Marketing
- 12.1.3. Marketing Strategy in the Service Sector

### 12.2. Touristic Marketing

- 12.2.1. Features of the Tourism Sector
- 12.2.2. Tourist Product
- 12.2.3. The Customer in Tourism Marketing

### 12.3. Political and Electoral Marketing

- 12.3.1. Political Marketing vs. Electoral Marketing
- 12.3.2. Political Market Segmentation
- 12.3.3. Electoral Campaign

### 12.4. Social Marketing and Responsible Marketing

- 12.4.1. Social Cause Marketing and CSR
- 12.4.2. Environmental Marketing
- 12.4.3. Segmentation in Social Marketing

### 12.5. Retail Management

- 12.5.1. Relevance
- 12.5.2. Reward
- 12.5.3. Cost Reduction
- 12.5.4. Relationship with the Customer

### 12.6. Banking Marketing

- 12.6.1. State Regulation
- 12.6.2. Branches and Segmentation
- 12.6.3. Inbound Marketing in the Banking Sector

### 12.7. Health Services Marketing

- 12.7.1. Internal Marketing
- 12.7.2. User Satisfaction Studies
- 12.7.3. Market-Oriented Quality Management

### 12.8. Sensory Marketing

- 12.8.1. Shopping Experience as a Sensory Experience
- 12.8.2. Neuromarketing and Sensory Marketing
- 12.8.3. Arrangement and Presentation of the Point of Sale

**Module 13. International Marketing**

**13.1. International Market Research**

- 13.1.1. Emerging Markets Marketing
- 13.1.2. PES Analysis
- 13.1.3. What, How, and Where to Export?
- 13.1.4. International Marketing-Mix Strategies

**13.2. International Segmentation**

- 13.2.1. Criteria for Market Segmentation at the International Level
- 13.2.2. Niche Markets
- 13.2.3. International Segmentation Strategies

**13.3. International Positioning**

- 13.3.1. Branding in International Markets
- 13.3.2. Positioning Strategies in International Markets
- 13.3.3. Global, Regional, and Local Brands

**13.4. Product Strategies in International Markets**

- 13.4.1. Product Modification, Adaptation, and Diversification
- 13.4.2. Global Standardized Products
- 13.4.3. The Product Portfolio

**13.5. Prices and Exports**

- 13.5.1. Export Prices Calculation
- 13.5.2. Incoterms
- 13.5.3. International Price Strategy

**13.6. Quality in International Marketing**

- 13.6.1. Quality and International Marketing
- 13.6.2. Standards and Certifications
- 13.6.3. CE Marking

**13.7. International Promotion**

- 13.7.1. The International Promotion MIX
- 13.7.2. Advertising
- 13.7.3. International Fairs
- 13.7.4. Country Branding

**13.8. Distribution Through International Channels**

- 13.8.1. Channel and Trade Marketing
- 13.8.2. Export Consortia
- 13.8.3. Types of Exports and Foreign Trade

**Module 14. Digital Marketing and e-Commerce**

**14.1. Digital Marketing and e-Commerce**

- 14.1.1. The Digital Economy and the Sharing Economy
- 14.1.2. Trends and Social Changes in Consumers
- 14.1.3. Digital Transformation of Traditional Companies
- 14.1.4. The Roles of the Chief Digital Officer

**14.2. Digital Strategy**

- 14.2.1. Segmentation and Positioning in the Competitive Context
- 14.2.2. New Marketing Strategies for Products and Services
- 14.2.3. From Innovation to Cash Flow

**14.3. Technology Strategy**

- 14.3.1. Web Development
- 14.3.2. Hosting and Cloud Computing
- 14.3.3. Content Management Systems (CMS)
- 14.3.4. Formats and Digital Media
- 14.3.5. Technological e-Commerce Platforms

**14.4. Digital Regulation**

- 14.4.1. Privacy Policy and Personal Data Protection Act
- 14.4.2. Fake Profiles and Fake Followers
- 14.4.3. Legal Aspects of Marketing, Advertising, and Digital Content

**14.5. Online Market Research**

- 14.5.1. Quantitative Research Tools in Online Markets
- 14.5.2. Dynamic Qualitative Customer Research Tools

**14.6. Online Agencies, Media, and Channels**

- 14.6.1. Integral, Creative, and Online Agencies
- 14.6.2. Traditional and New Media
- 14.6.3. Online Channels
- 14.6.4. Other Digital Players



**Module 15. e-Commerce and Shopify**
**15.1. Digital e-Commerce Management**

- 15.1.1. New e-Commerce Business Models
- 15.1.2. Planning and Developing an e-Commerce Strategic Plan
- 15.1.3. Technological Structure in e-Commerce

**15.2. e-Commerce Operations and Logistics**

- 15.2.1. How to Manage Fulfillment
- 15.2.2. Digital Point-of-Sale Management
- 15.2.3. Contact Center Management
- 15.2.4. Automation in Management and Monitoring Processes

**15.3. Implementing e-Commerce Techniques**

- 15.3.1. Social Media and Integration in the e-Commerce Plan
- 15.3.2. Multichannel Strategy
- 15.3.3. Personalizing Dashboards

**15.4. Digital Pricing**

- 15.4.1. Online Payment Methods and Payment Gateways
- 15.4.2. Electronic Promotions
- 15.4.3. Digital Price Timing
- 15.4.4. e-Auctions

**15.5. From e-Commerce to m-Commerce and s-Commerce**

- 15.5.1. e-Marketplace Business Models
- 15.5.2. s-Commerce and Brand Experience
- 15.5.3. Purchasing via Mobile Devices

**15.6. Customer Intelligence: From e-CRM to s-CRM**

- 15.6.1. Integrating the Consumer in the Value Chain
- 15.6.2. Online Research and Loyalty Techniques
- 15.6.3. Planning a Customer Relationship Management Strategy

**15.7. Digital Marketing Trade**

- 15.7.1. Cross Merchandising
- 15.7.2. Designing and Managing *Facebook Ads* Campaigns
- 15.7.3. Designing and Managing *Google Ad* Campaigns

**15.8. Online Marketing for e-Commerce**

- 15.8.1. Inbound Marketing
- 15.8.2. Display and Programmatic Purchasing
- 15.8.3. Communication Plan

**Module 16. Social Media and Community Management**
**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. New Environments, New Content

**16.2. Digital Communication and Reputation**

- 16.2.1. Crisis Management and Online Corporate Reputation
- 16.2.2. Online Reputation Report
- 16.2.3. Netiquette and Good Practices on Social Media
- 16.2.4. Branding and Networking 2.0

**16.3. General, Professional, and Microblogging Platforms**

- 16.3.1. Facebook
- 16.3.2. LinkedIn
- 16.3.3. Google+
- 16.3.4. Twitter

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

- 16.4.1. YouTube
- 16.4.2. Instagram
- 16.4.3. Flickr
- 16.4.4. Vimeo
- 16.4.5. Pinterest

**16.5. Corporate Blogging**

- 16.5.1. How to Create a Blog
- 16.5.2. Content Marketing Strategy
- 16.5.3. How to Create a Content Plan for Your Blog
- 16.5.4. Content Curation Strategy

**16.6. Social Media Strategies**

- 16.6.1. Corporate Communication Plan 2.0
- 16.6.2. Corporate PR and Social Media
- 16.6.3. Analysis and Evaluation of Results

**16.7. Community Management**

- 16.7.1. Functions, Duties, and Responsibilities of the Community Manager
- 16.7.2. Social Media Manager
- 16.7.3. Social Media Strategist

**16.8. Social Media Plan**

- 16.8.1. Designing a Social Media Plan
- 16.8.2. Defining the Strategy to be Applied in Each Medium
- 16.8.3. Contingency Protocol in Case of Crisis

**Module 17.** Structure of Communication

**17.1. Theory, Concept and Method of the Structure of Communication**

- 17.1.1. Introduction
- 17.1.2. Autonomy of the Discipline and Relationships with Other Subjects
- 17.1.3. Structuralist Method
- 17.1.4. Definition and Object of the Structure of Communication
- 17.1.5. Guide for the Analysis of the Structure of Communication

**17.2. New International Order of Communication**

- 17.2.1. Introduction
- 17.2.2. State Control: Monopolies
- 17.2.3. Communication Commercialization
- 17.2.4. Cultural Dimension of Communication

**17.3. Major News Agencies**

- 17.3.1. Introduction
- 17.3.2. What is a News Agency?
- 17.3.3. Information and News
- 17.3.4. Before the Internet
- 17.3.5. News Agencies That Are Seen Thanks to the Internet
- 17.3.6. Major Worldwide Agencies

**17.4. The Advertising Industry and its Relationship with Media Systems**

- 17.4.1. Introduction
- 17.4.2. Advertising Industry
- 17.4.3. The Need for Media Advertising
- 17.4.4. The Structure of the Advertising Industry
- 17.4.5. The Media and its Relationship with the Advertising Industry
- 17.4.6. Advertising Regulations and Ethics

**17.5. Cinema and Culture and Leisure Market**

- 17.5.1. Introduction
- 17.5.2. The Complex Nature of Cinema
- 17.5.3. The Origin of the Industry
- 17.5.4. Hollywood, the World Capital of Cinema

**17.6. Political Power and Communication Media**

- 17.6.1. Introduction
- 17.6.2. The Influence of the Media in the Formation of Society
- 17.6.3. Communication Media and Political Power

**17.7. Concentration of Media and Communication Policies**

- 17.7.1. Introduction
- 17.7.2. Concentration of Media
- 17.7.3. Communication Policies

**17.8. Structure of Communication in Latin America**

- 17.8.1. Introduction
- 17.8.2. Structure of Communication in Latin America
- 17.8.3. New Trends

**17.9. The Media System in Latin America and the Digitalization of Journalism**

- 17.9.1. Introduction
- 17.9.2. Historical Approach
- 17.9.3. Bipolarity of the Hispanic American Media System
- 17.9.4. Hispanic Media in USA

**17.10. Digitalization and the Future of Journalism**

- 17.10.1. Introduction
- 17.10.2. Digitalization and the New Structure of The Media
- 17.10.3. Structure of Communication in Democratic Countries

**Module 18. Introduction to the Psychology of Communication**
**18.1. History of Psychology**

- 18.1.1. Introduction
- 18.1.2. Let's Start With the Study of Psychology
- 18.1.3. Science in Evolution. Historical and Paradigmatic Changes
- 18.1.4. Paradigms and Stages in Psychology
- 18.1.5. Cognitive Science

**18.2. Psychological Science**

- 18.2.1. Introduction
- 18.2.2. Beginning with the Study of Social Psychology: Influence
- 18.2.3. Empathy, Altruism and Support Behavior

**18.3. Social Cognition**

- 18.3.1. Introduction
- 18.3.2. Think and Know, Vital Needs
- 18.3.3. Social Cognition
- 18.3.4. Organizing Information

- 18.3.5. Thought: Prototypical or Categorical
- 18.3.6. The Errors We Make When Thinking: Inferential Biases
- 18.3.7. The Automatic Processing of Information

**18.4. Personality Psychology**

- 18.4.1. Introduction
- 18.4.2. What Does It Mean To Be Me? Identity and Personality
- 18.4.3. Self-Conscience
- 18.4.4. Self-Esteem
- 18.4.5. Self-Knowledge

**18.4.6. Interpersonal Variables in the Configuration of Personality**

- 18.4.7. Macro-Social Variables in the Configuration of Personality
- 18.4.8. A New Perspective in the Study of Personality. The Narrative Personality

**18.5. Emotions**

- 18.5.1. Introduction
- 18.5.2. What Do We Mean When We Talk About Emotions?
- 18.5.3. The Importance of Emotions
- 18.5.4. Emotions and Personality
- 18.5.5. From Another Perspective. Social Emotions

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

- 18.6.1. Introduction
- 18.6.2. Attitudes
- 18.6.3. Historical Models in the Study of Persuasive Communication
- 18.6.4. The Elaboration Probability Model
- 18.6.5. The Processes of Communication Through the Media

**18.7. The Emitter**

- 18.7.1. Introduction
- 18.7.2. The Source of Persuasive Communication
- 18.7.3. Features of the Source. Credibility
- 18.7.4. Features of the Source. Attractiveness
- 18.7.5. Features of the Emitter. Power
- 18.7.6. Processes in Persuasive Communication. Mechanisms Based on Primary Cognition
- 18.7.7. New Processes in Communication. Mechanisms Based on Secondary Cognition

**18.8. The Message**

- 18.8.1. Introduction
- 18.8.2. Let's Start By Studying the Composition of the Message
- 18.8.3. Types of Messages: Rational Messages Compared to Emotional Messages
- 18.8.4. Emotional Messages and Communication: Fear-Inducing Messages

**18.9. The Receptor**

- 18.9.1. Introduction
- 18.9.2. The Role of the Receptor According to the Elaboration Probability Model
- 18.9.3. Needs and Motives of the Receptor: Their Incidence for the Change of Attitudes
- 18.9.4. Need for Esteem and Communication

**18.10. New Approximations for the Study of Communication**

- 18.10.1. Introduction
- 18.10.2. The Unconscious Processing of Information. Automatic Processes
- 18.10.3. Measuring Automatic Processes in Communication
- 18.10.4. First Steps in New Paradigms
- 18.10.5. The Theory of Dual Processing Systems

**Module 19. Advertising Language**

**19.1. Think and Write: Definition**

- 19.1.1. Definition of Advertising Copywriting
- 19.1.2. Historical Background of Advertising Copywriting and Phases of Professionalization

**19.2. Advertising Copy and Creativity**

- 19.2.1. Conditions of Advertising Copywriting
- 19.2.2. Linguistic Competence
- 19.2.3. Functions of Advertising Copywriting

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

- 19.3.1. The Campaign of Principles of Unity
- 19.3.2. The Creative Team
- 19.3.3. The Process of Conceptualization: Hidden Creativity

- 19.3.4. What is a Concept?
- 19.3.5. Applications of the Conceptualization Process
- 19.3.6. The Advertising Concept
- 19.3.7. Use and Advantages of the Advertising Concept

**19.4. Advertisement and Rhetoric**

- 19.4.1. Advertising Copy and Rhetoric
- 19.4.2. Location of the Rhetoric
- 19.4.3. Phases of the Rhetoric

**19.5. Fundamentals and Characteristics of Advertising Copwriting**

- 19.5.1. Correction
- 19.5.2. Adaptation
- 19.5.3. Efficacy
- 19.5.4. Characteristics of Advertising Copy
- 19.5.5. Morphological: Nominalization
- 19.5.6. Syntax: Destructuring
- 19.5.7. Graphic: Emphatic Punctuation

**19.6. Argument Strategies**

- 19.6.1. Description
- 19.6.2. Enthymeme
- 19.6.3. Narration
- 19.6.4. Intertextuality

**19.7. Styles and Slogans in Advertising Copwriting**

- 19.7.1. The Length of a Phrase
- 19.7.2. Styles
- 19.7.3. Slogan
- 19.7.4. A Phrase of Wartime Origin
- 19.7.5. Characteristics of the Slogan
- 19.7.6. Elocution of the Slogan
- 19.7.7. Forms of the Slogan
- 19.7.8. Functions of the Slogan

**19.8. Principles of Applied Copywriting and the Reason Why+USP Binomial**

- 19.8.1. Rigor, Clarity, Precision
- 19.8.2. Synthesis and Simplicity
- 19.8.3. Advertising Copy Constraints
- 19.8.4. Application of the Reason Why+USP Binomial

**19.9. Advertising Copy in Conventional and Non-Conventional Media**

- 19.9.1. The Above-The-Line/Below-The-Line Division
- 19.9.2. Integrations: Overcoming the ATL-BTL Polemic
- 19.9.3. Advertising Copy on the Television
- 19.9.4. Advertising Copy on the Radio
- 19.9.5. Advertising Copy in the Press
- 19.9.6. Advertising Copy in the External Media
- 19.9.7. Advertising Copy in Non-Conventional Media
- 19.9.8. Advertising Copy in Direct Marketing
- 19.9.9. Advertising Copy in Interactive Media

**19.10. Criteria for the Evaluation of Advertising Copy and Other Cases of Copywriting**

- 19.10.1. Classic Models of Advertising Analysis
- 19.10.2. Impact and Relevance
- 19.10.3. The Check-list of the Copywriter
- 19.10.4. Translation and Adaptation of Advertising Copy
- 19.10.5. New Technologies, New Languages
- 19.10.6. Copywriting on the Web 2.0
- 19.10.7. Naming, Guerrilla Advertising and Other Copywriting Cases

**Module 20. Creativity in Communication**
**20.1. Creating is Thinking**

- 20.1.1. The Art of Thinking
- 20.1.2. Creative Thinking and Creativity
- 20.1.3. Thought and the Brain
- 20.1.4. Lines of Research on Creativity Systemization

**20.2. Nature of the Creative Process**

- 20.2.1. Nature of the Creativity
- 20.2.2. Notion of Creativity: Creation and Creativity
- 20.2.3. The Creation of Ideas in the Service of Persuasive Communication
- 20.2.4. Nature of the Creative Process in Advertising

**20.3. Invention**

- 20.3.1. Evolution and Historical Analysis of the Process of Creation
- 20.3.2. Nature of the Classical Canon of Invention
- 20.3.3. Classical Vision of Inspiration and the Origin of Ideas
- 20.3.4. Invention, Inspiration and Persuasion

**20.4. Rhetoric and Persuasive Communication**

- 20.4.1. Rhetoric and Advertising
- 20.4.2. Rhetoric Parts of Persuasive Communication
- 20.4.3. Rhetoric Figures
- 20.4.4. Laws and Rhetorical Functions of the Advertising Language

**20.5. Creative Behavior and Personality**

- 20.5.1. Creativity as a Personal Characteristic, as a Product and a Process
- 20.5.2. Creative Behavior and Motivation
- 20.5.3. Perception and Creative Thought
- 20.5.4. Elements of Creativity

**20.6. Creative Aptitudes and Skills**

- 20.6.1. Thought Systems and Models of Creative Intelligence
- 20.6.2. Guilford's Three-Dimensional Model of Intellect Structure
- 20.6.3. Interaction Between Intellect Factors and Capabilities
- 20.6.4. Creation Aptitudes
- 20.6.5. Creative Skills

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

- 20.7.1. Creativity as a Process
- 20.7.2. The Phases of the Creative Process
- 20.7.3. The Phases of the Creative Process in Advertising

**20.8. Problem Solving**

- 20.8.1. Creativity and Problem Solving
- 20.8.2. Perceptive Blocks and Emotional Blocks
- 20.8.3. Invention Methodology: Programs and Creative Methods

**20.9. Creative Thought Methods**

- 20.9.1. *Brainstorming* as a Model for Creating Ideas
- 20.9.2. Vertical and Lateral Thought
- 20.9.3. Invention Methodology: Programs and Creative Methods

**20.10. Creativity and Advertising Communication**

- 20.10.1. The Process of Creation as a Specific Product of Advertising Communication
- 20.10.2. Nature of the Creative Process in Advertising: Creativity and Process of Advertising Creation

**20.10.3. Methodological Principles and Effects of Advertising Creation**

- 20.10.4. Advertising Creation: From the Problem to the Solution
- 20.10.5. Creativity and Persuasive Communication

**Module 21. Creative Advertising I: Copywriting**

**21.1. Concept of Copywriting**

- 21.1.1. Drafting and Writing
- 21.1.2. Copywriting and Thought
- 21.1.3. Copywriting and Order

**21.2. Fundamentals of Advertising Copy**

- 21.2.1. Correction
- 21.2.2. Adaptation
- 21.2.3. Efficacy

**21.3. Characteristics of Advertising Copy**

- 21.3.1. Nominalization
- 21.3.2. Destructuring
- 21.3.3. Expressive Concentration

**21.4. Text and the Image**

- 21.4.1. From Text to the Image
- 21.4.2. Functions of the Text
- 21.4.3. Functions of the Image
- 21.4.4. Relationship Between the Text and the Image

**21.5. The Brand and the Slogan**

- 21.5.1. The Brand
- 21.5.2. Brand Characteristics
- 21.5.3. Slogan

**21.6. Direct Advertising**

- 21.6.1. The Brochure
- 21.6.2. Catalogue
- 21.6.3. Other Annexes

**21.7. Advertising in the Press: the Large Format Ad**

- 21.7.1. Newspapers and Magazines
- 21.7.2. Superstructure
- 21.7.3. Formal Characteristics
- 21.7.4. Copywriting Characteristics

**21.8. Advertising in the Press: Other Formats**

- 21.8.1. Word Ads
- 21.8.2. Superstructure
- 21.8.3. Claims or Complaints
- 21.8.4. Superstructure

**21.9. External Advertising**

- 21.9.1. Formats
- 21.9.2. Formal Characteristics
- 21.9.3. Copywriting Characteristics

**21.10. Radio Advertising**

- 21.10.1. Radio Language
- 21.10.2. Radio Announcement
- 21.10.3. Superstructure
- 21.10.4. Types of Announcements
- 21.10.5. Formal Characteristics

**21.11. Audiovisual Advertising**

- 21.11.1. Image
- 21.11.2. Text
- 21.11.3. Music and Sound Effects
- 21.11.4. Advertising Formats
- 21.11.5. Script
- 21.11.6. Story-board

**Module 22. Creative Advertising II: Art Management**

**22.1. Subjects and Object of Advertising Graphic Design**

- 22.1.1. Linked Professional Profiles
- 22.1.2. Academic Context and Skills
- 22.1.3. Advertiser and Agency

**22.2. Creative Management and Creative Idea**

- 22.2.1. Creative Process
- 22.2.2. Types of Creative Processes
- 22.2.3. Art and Formal Idea Management

**22.3. The Function of the Art Director**

- 22.3.1. What is Art Management?
- 22.3.2. How Does Art Management Work?
- 22.3.3. The Creative Team
- 22.3.4. The Function of the Art Director

**22.4. Fundamentals of Advertising Graphic Design**

- 22.4.1. Concepts of Design and Design Standards
- 22.4.2. Trends and Styles
- 22.4.3. Thought, Process and Design Management
- 22.4.4. Scientific Metaphor

**22.5. Methodology of Graphic Advertising**

- 22.5.1. Graphic Creativity
- 22.5.2. Design Processes
- 22.5.3. Communication and Aesthetics

**22.6. Graphic Strategy**

- 22.6.1. Apprehension Form
- 22.6.2. Graphic Message
- 22.6.3. Aesthetic State

**22.7. Graphic Architecture**

- 22.7.1. Typometry
- 22.7.2. Graphic Spaces
- 22.7.3. Grid
- 22.7.4. Pagination Standards

**22.8. Final Art**

- 22.8.1. Final Art
- 22.8.2. Processes
- 22.8.3. Systems

**22.9. Creation of Advertising Graphic Supports**

- 22.9.1. Graphic Advertising
- 22.9.2. Organizational Visual Image (OVI)

**22.10. Graphic Advertising Announcements**

- 22.10.1. Packaging
- 22.10.2. Web Pages
- 22.10.3. Corporate Image in Web Pages

**Module 23. Corporate Identity**

**23.1. The Importance of Image in Companies**

- 23.1.1. What is Corporate Image?
- 23.1.2. Differences Between Identity and Corporate Image

- 23.1.3. Where Can the Corporate Image Be Displayed?
- 23.1.4. Situations of Change for Corporate Image. Why Achieve a Good Corporate Image?

**23.2. Research Techniques in Corporate Image**

- 23.2.1. Introduction
- 23.2.2. The Study of the Company's Image

- 23.2.3. Corporate Image Research Techniques
- 23.2.4. Qualitative Techniques for Studying the Image
- 23.2.5. Types of Quantitative Techniques

**23.3. Auditing and Strategy of the Image**

- 23.3.1. What is Image Auditing?
- 23.3.2. Guidelines
- 23.3.3. Auditing Methodology
- 23.3.4. Strategic Planning

**23.4. Corporate Culture**

- 23.4.1. What is Corporate Culture?
- 23.4.2. Factors Involved in Corporate Culture
- 23.4.3. Functions of Corporate Culture
- 23.4.4. Types of Corporate Culture

**23.5. Corporate Social Responsibility. And Corporate Reputation**

- 23.5.1. CSR: Concept and Application of the Company
- 23.5.2. Guidelines for Integrating CSR in Companies
- 23.5.3. Communication of CSR
- 23.5.4. Corporate Reputation

**23.6. Corporate Visual Identity and Naming**

- 23.6.1. Corporate Visual Identity Strategies
- 23.6.2. Basic Elements
- 23.6.3. Basic Principles
- 23.6.4. Elaboration of the Manual
- 23.6.5. *Naming*

**23.7. Brand Imaging and Positioning**

- 23.7.1. The Origins of Brands
- 23.7.2. What is a Brand?
- 23.7.3. The Need to Build a Brand
- 23.7.4. Brand Imaging and Positioning
- 23.7.5. The Value of Brands

**23.8. Image Management Through Crisis Communication**

- 23.8.1. Strategic Communication Plan
- 23.8.2. When It All Goes Wrong: Crisis Communication
- 23.8.3. Cases

**23.9. Influence of Promotions in Corporate Image**

- 23.9.1. The New Outlook for the Advertising Industry
- 23.9.2. Promotional Marketing
- 23.9.3. Features
- 23.9.4. Dangers
- 23.9.5. Promotional Types and Techniques

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

- 23.10.1. The Main Protagonists of Commercial Distribution
- 23.10.2. The Image of Commercial Distribution Companies Through Positioning
- 23.10.3. Through Their Name and Logo

**Module 24. Public Opinion**

**24.1. The Concept of Public Opinion**

- 24.1.1. Introduction
- 24.1.2. Definition
- 24.1.3. Public Opinion and a Rational Phenomena and How to Form Social Control
- 24.1.4. Phases of Public Opinion Growth as a Discipline
- 24.1.5. The 20th Century

**24.2. Theoretical Framework of Public Opinion**

- 24.2.1. Introduction
- 24.2.2. Perspectives of Public Opinion in the 20th Century
- 24.2.3. Authors of the 20th Century
- 24.2.4. Walter Lippmann: The Biased Public Opinion
- 24.2.5. Jürgen Habermas: The Political-Value Perspective
- 24.2.6. Niklas Luhmann: Public Opinion as a Means of Communication

**24.3. Social Psychology and Public Opinion**

- 24.3.1. Introduction
- 24.3.2. Psychosocial Variables in Relation to the Persuasive Entities with their Audiences
- 24.3.3. Name
- 24.3.4. Conformism

**24.4. Media Influence Models**

- 24.4.1. Introduction
- 24.4.2. Media Influence Models
- 24.4.3. Types of Effects of the Media
- 24.4.4. Research Into the Effects of the Media
- 24.4.5. The Power of the Media

**24.5. Public Opinion and Political Communication**

- 24.5.1. Introduction
- 24.5.2. Electoral Political Communication. Propaganda
- 24.5.3. Political Communication of the Governments

**24.6. Public Opinion and Elections**

- 24.6.1. Introduction
- 24.6.2. Do Electoral Campaigns Influence Public Opinion?
- 24.6.3. The Effect of the Media in Electoral Campaigns as a Reinforcement of Opinions
- 24.6.4. The Bandwagon and Underdog Effects

**24.7. Government and Public Opinion**

- 24.7.1. Introduction
- 24.7.2. The Representatives and the Represented
- 24.7.3. Political Parties and Public Opinion
- 24.7.4. Public Policies as an Expression of Government Action

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

- 24.8.1. Introduction
- 24.8.2. Journalists as Political Intermediators
- 24.8.3. Dysfunctions of Journalistic Intermediation
- 24.8.4. Confidence in Journalists as Intermediators

**24.9. The Public Sphere and Emerging Models of Democracy**

- 24.9.1. Introduction
- 24.9.2. The Public Sphere in the Information Society
- 24.9.3. Emerging Models of Democracy

**24.10. Public Opinion Research Methods and Techniques**

- 24.10.1. Introduction
- 24.10.2. Opinion Questionnaires
- 24.10.3. Types of Questionnaires
- 24.10.4. Analysis



**Module 25. Advertising Law****25.1. Basic Notions of Advertising Law**

- 25.1.1. Concept and Emergence of Advertising Law
- 25.1.2. Subjects of the Advertising Relationship
- 25.1.3. Personality Rights
- 25.1.4. Advertising, Intellectual Property and Industrial Property
- 25.1.5. Other Forms of Protection of the Advertising Work

**25.2. Sources of Advertising Law**

- 25.2.1. Legal System and Standards
- 25.2.2. Sources of Advertising Law
- 25.2.3. Limitations of the Efficacy of the Standards

**25.3. Illicit Advertising**

- 25.3.1. Advertising for Minors
- 25.3.2. Subliminal Advertising
- 25.3.3. Advertising Contrary to Specific Regulations
- 25.3.4. Advertising Crime

**25.4. Unfair Advertising**

- 25.4.1. Deceptive Advertising
- 25.4.2. Unfair Advertising
- 25.4.3. Covert Advertising
- 25.4.4. Aggressive Advertising
- 25.4.5. Comparative Advertising

**25.5. Advertising Contracts**

- 25.5.1. Legal Regime
- 25.5.2. Birth of the Contract
- 25.5.3. Ineffectiveness
- 25.5.4. Non-Compliance
- 25.5.5. Common Provisions Specific to Advertising Contracts

**25.6. The Contract for Advertising Creation**

- 25.6.1. Concept
- 25.6.2. Characters
- 25.6.3. Contents
- 25.6.4. Non-Compliance
- 25.6.5. Extinction

**25.7. The Contract for Advertising Dissemination**

- 25.7.1. Concept
- 25.7.2. Characters
- 25.7.3. Contents
- 25.7.4. Non-Compliance
- 25.7.5. Extinction

**25.8. The Patent Contract**

- 25.8.1. Concept
- 25.8.2. Characters
- 25.8.3. Contents
- 25.8.4. Non-Compliance
- 25.8.5. Extinction

**25.9. Advertising Deontology and Self-Regulation**

- 25.9.1. Advertising Deontology: Concepts and Objectives
- 25.9.2. Value of the Codes of Conduct
- 25.9.3. Self Control

**25.10. The Importance of Advertising and the Need for its Regulation**

- 25.10.1. The Alternative to Self-Regulation
- 25.10.2. Benefits and Advantages of Self-Regulation
- 25.10.3. The Current Status of Self-Regulation

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.

## Relearning Methodology

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.



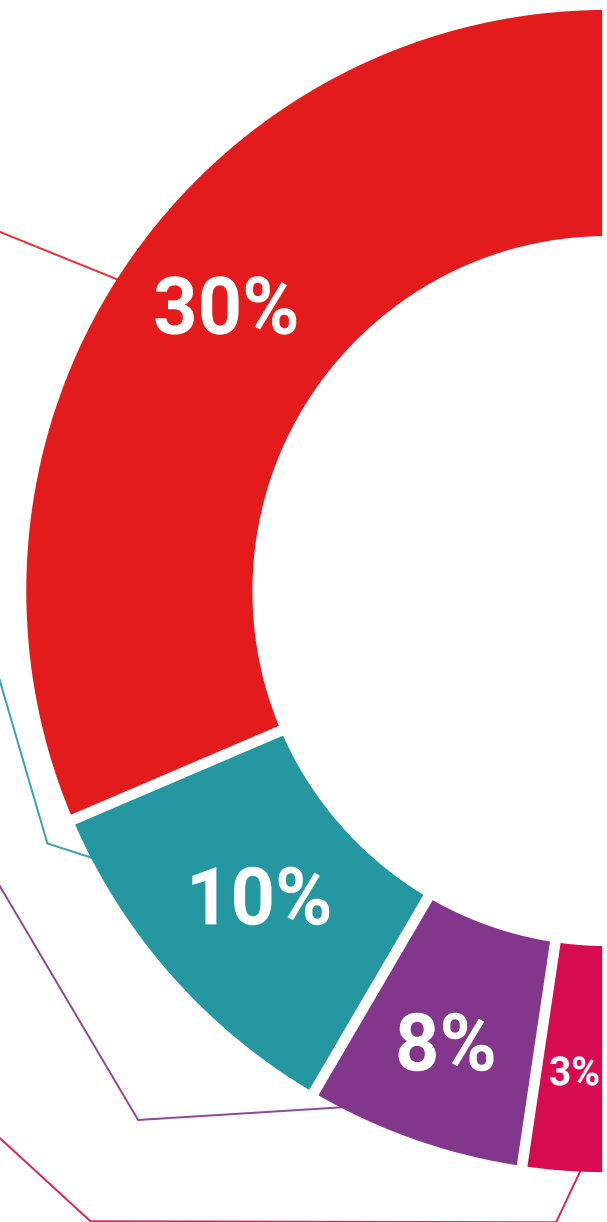
### Management Skills Exercises

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 profile of the students who access this Advanced Master's Degree in Senior Marketing and Advertising Management is that of professionals who already have previous experience in the business sector, but who have realized the importance of continuing their studies in the field of Marketing and Advertising. By obtaining extra training, they will be able to successfully manage the strategies and plans of these areas, in order to achieve a common objective that will benefit the company.





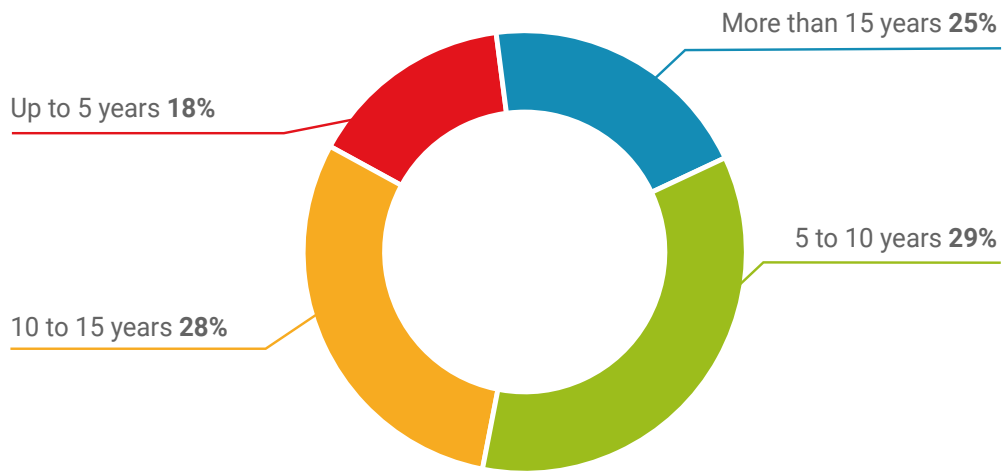
“

*Professionals with extensive experience will find this program a unique opportunity to improve their knowledge and skills in this field"*

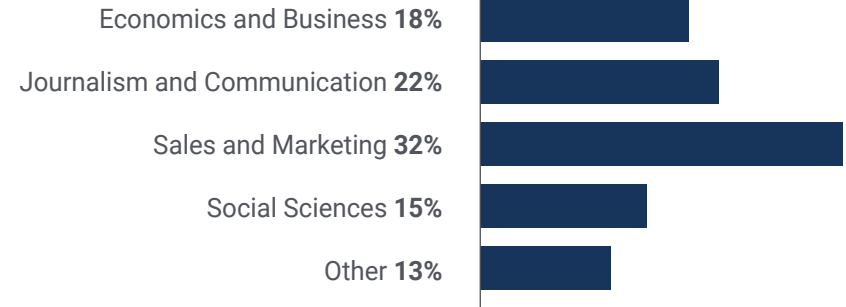
### Average Age

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

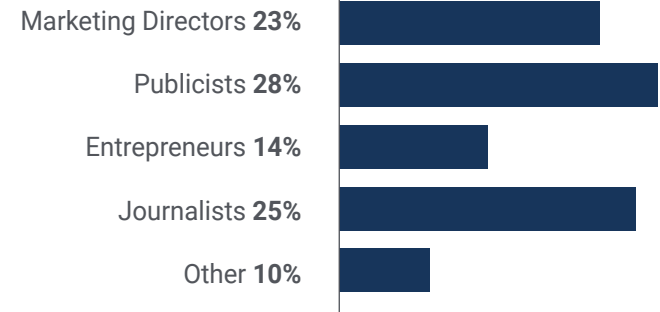
### Years of Experience



### Training

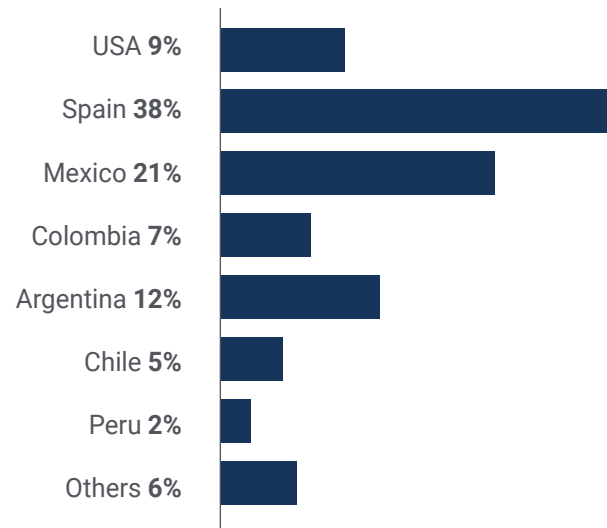


### Academic Profile



## Geographical Distribution

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## Pablo Suárez

Marketing Director

*"Completing this Advanced Master's Degree has been a great opportunity for my career, as I have been able to update the knowledge I already had of Marketing and Advertising, to the point of being able to specialize in this field towards which I wanted to direct my professional career. Without a doubt, the quality of the syllabus and the teaching team has been fundamental in improving my level of training"*

09

# Course Management

The teachers of this program are professionals with extensive work and research experience, which undoubtedly adds to the quality of a program that will set a benchmark at the academic level. Professors who understand the importance of continuing with their studies during working life and who, for this reason, have compiled the most up-to-date information on Marketing and Advertising management so that students can achieve the necessary specialization to succeed in this field.



“

*The best teachers are at the best university. Don't miss the opportunity to train with them”*

## Management



### Mr. López, Adolfo

- Economist
- Has worked mainly in the field of Strategy, Marketing, and Market Research Consulting
- Vast experience in Undergraduate Degree and Master's Degree training in universities and business schools
- Master's Degree in Marketing
- Former president of the Marketing Club in Valencia
- Former member of the board of directors of the Ibero-American Association of Neurosciences for Communication and Business





# 10

# Impact on Your Career

Completing this high-academic-level program at TECH will mark a before and after in the training of students, finding, in a single course, the most relevant information on two closely related areas such as Advertising and Marketing, which are fundamental at the business level. That's why, upon finishing the program, the students will notice a personal and professional growth that will be of added value to help them advance in their career.





“

*A program which offers you the most up-to-date academic resource on the market so that you can achieve the necessary boost to turn your career around”*

*In this program, students will find the necessary resources to develop with greater confidence in their daily work.*

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

The Advanced Master's Degree in Senior Marketing and Advertising Management at TECH Global University is an intensive program that prepares students to face business challenges and decisions at both national and international levels. The main objective is to promote personal and professional growth. Helping students achieve success.

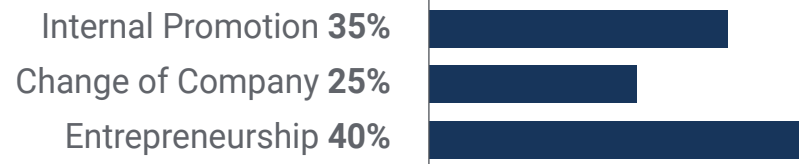
Therefore, those who wish to improve themselves, achieve a positive change at a professional level and interact with the best, will find their place at TECH.

*Most of the students of this Advanced Master's Degree have achieved a job promotion within 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 **25.22%** for our students.





11

# Benefits for Your Company

Completing this Advanced Master's Degree in Senior Marketing and Advertising Management at TECH will improve the training of students, but also improve the companies in which they develop professionally. Thanks to this program, they can learn the latest techniques and strategies in this field, which can be applied later in their work. Undoubtedly this is a unique study opportunity that can't be missed.



“

*Study at TECH and bring a new working method to your company. One that is more dynamic, more effective and more adapted to the needs of the 21st century"*

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.

---

02

### Retaining high-potential executives to avoid 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.

---

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 student will be able to work on a current project or develop new projects in the field of R&D or Business Development within their company.

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06

### **Increased Competitiveness**

This program will equip students with the skills to take on new challenges and drive the organization forward.

# 12 Certificate

The Advanced Master's Degree in Senior Marketing and Advertising Management guarantees you, in addition to the most rigorous and up-to-date training, access to an Advanced Master's Degree issued by TECH Global University.



“

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

This program will allow you to obtain your **Advanced Master's Degree diploma in Senior Marketing and Advertising Management** 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 Marketing and Advertising Management**

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 Marketing and Advertising Management

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

# Advanced Master's Degree Senior Marketing and Advertising Management