

# Hybrid Professional Master's Degree Advertising Communication





## Hybrid Professional Master's Degree Advertising Communication

Course Modality: Hybrid (Online + Internship)

Duration: 12 months

Certificate: TECH Technological University

Teaching Hours: 1,620 h.

Website: [www.techtute.com/pk/school-of-business/hybrid-professional-master-degree/hybrid-professional-master-degree-advertising-communication](http://www.techtute.com/pk/school-of-business/hybrid-professional-master-degree/hybrid-professional-master-degree-advertising-communication)

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# 01

# Introduction

Large companies around the world have achieved success thanks to the advertising strategies drawn up by communication agencies, which have top-notch creatives on their staff. In this way, mastering persuasive language creativity and accompanying it with innovation continue to be the key factors to achieve an effective and high-impact message. That is why professionals who wish to occupy management positions in this sector or incorporate the latest developments in their advertising departments must be up to date in the field of advertising communication. This program was born in this way, offering a 100% online theoretical framework complemented by an excellent practical stay of 3 weeks in a prestigious advertising agency. All this will enable the specialist to achieve their career progression objectives.





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*TECH helps you achieve the professional success you are looking for to propel your advertising career to the next level"*

Undoubtedly, large companies such as Coca-Cola, Nike, or BWM have managed to differentiate themselves from their competitors thanks to excellent advertising campaigns. Many of them have managed to impact the general public greatly and have allowed them to maintain a positive brand image. Behind all this, there is a strategy designed, planned, and implemented by the best communication and advertising agencies, which integrate in their teams the best advertisers from all over the world.

Obtaining this level requires an excellent command of the advertising language, current trends, and a broad creative and persuasive capacity. However, creative techniques and working methods are key to the final success of an advertising strategy, be it local, national, or international. In this scenario, both the role of advertising professionals and the managers of this department are crucial: an indispensable area, on many occasions, for companies. Given this reality, TECH has created this Hybrid Professional Master's Degree, which offers professionals the opportunity to grow in the area of Advertising Communication through a unique university program.

This institution offers in this program an advanced theoretical framework taught exclusively online. In this way, the professional will be able to enter, when desired, into advertising creativity, art direction, psychology of communication, or digital marketing. All this is through innovative multimedia content.

In addition, upon completion of this theoretical phase, the professional will have the opportunity to access a 3-week intensive practical internship in a leading communication agency. This way, you will be able to see first-hand how the working methods are, how a relevant company in this sector works, and the techniques they use in the creation of advertising campaigns.

All this provides the professional with advanced and real knowledge of the current state of Advertising Communication, which will allow them to lead projects in this field or to integrate the most suitable advertising strategies in their company. An excellent opportunity that only TECH offers through a flexible university program that adapts to the real needs of professionals.

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

- More than 100 case studies presented by experts in advertising communication
- The graphic, schematic and practical contents with which they are conceived, gather Specific information on those disciplines that are essential for professional practice
- Comprehensive systematized action plans in the business field
- The interactive learning system based on algorithms for making decisions on the situations posed
- Practical guides for the use of the main Advertising Communication tools
- Special emphasis on the most innovative methodologies for the application of leadership techniques in business
- Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- Content that is accessible from any fixed or portable device with an Internet connection
- The possibility of an internship in leading companies in the sector



*During three intensive weeks, you will be trained to plan, write, and disseminate an advertising message in different digital media”*

“

*You will have access to the most relevant information to understand the basic concepts and theoretical models of human communication, as well as its elements and characteristics, in order to create a message according to the target audience"*

In this Master's program, of a professionalizing nature and hybrid learning modality, the program is aimed at updating professionals specialized in advertising communication who require a high level of qualification. The contents are based on the latest scientific evidence, and oriented in an educational way to integrate theoretical knowledge into nursing practice, and the theoretical-practical elements will facilitate knowledge updates and decision-making of Advertising Campaigns

Thanks to the multimedia content developed with the latest educational technology will allow the advertising communication professional to obtain situated and contextual learning, that is, a simulated environment that will provide immersive learning programmed to train in real situations. This program is designed around Problem-Based Learning, whereby the professional must try to solve the different professional practice situations that arise throughout the program. For this purpose, students will be assisted by an innovative interactive video system developed by renowned experts.

*Generate loyalty to your brand, thanks to the media influence models you will see in this Hybrid Professional Master's Degree.*

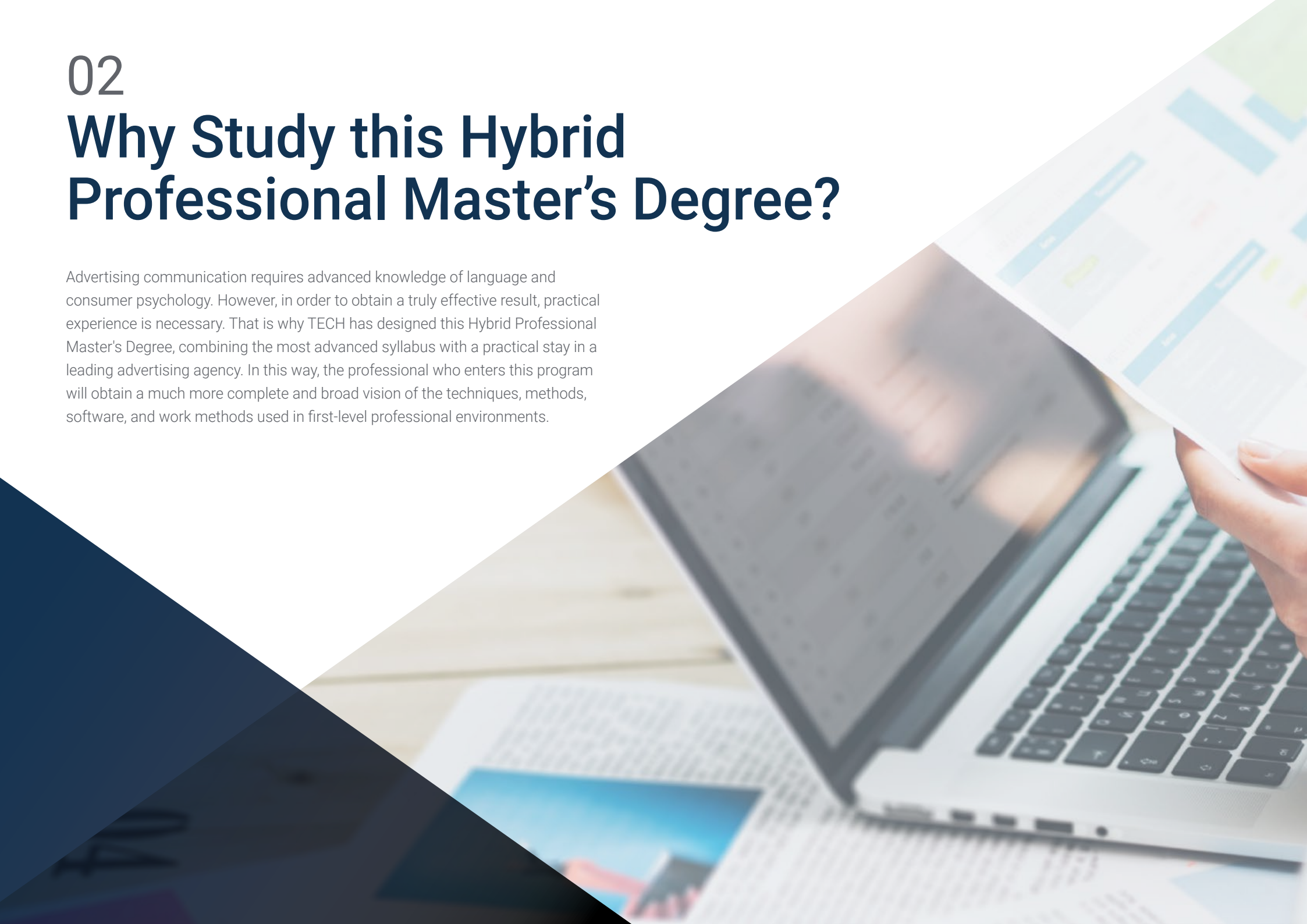
*This is the best time to update your knowledge, which will help you identify the most appropriate tools for the study of advertising and public relations.*



# 02

## Why Study this Hybrid Professional Master's Degree?

Advertising communication requires advanced knowledge of language and consumer psychology. However, in order to obtain a truly effective result, practical experience is necessary. That is why TECH has designed this Hybrid Professional Master's Degree, combining the most advanced syllabus with a practical stay in a leading advertising agency. In this way, the professional who enters this program will obtain a much more complete and broad vision of the techniques, methods, software, and work methods used in first-level professional environments.







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*TECH gives you the opportunity to join a prestigious advertising agency and see how to lead the best creative team”*

### **1. Updating from the latest technology available**

Advertising takes the messages of companies to all media. Therefore, in recent years, they have adapted to the language of social networks, where millions of people consume a large amount of content on a daily basis. For this reason, and with the aim of bringing the specialist closer to these new technologies, TECH has designed this Hybrid Professional Master's Degree, which includes a practical period in a leading advertising agency. A space that will allow you to approach the digital resources used by a reference entity and the hand of the best in the sector.

### **2. Gaining In-Depth Knowledge from the Experience of the best professionals**

During this academic course, the professional will be guided, first of all, by a teaching team specialized in the area of Advertising Communication. This will facilitate the achievement of optimal results during the theoretical phase. These achievements will be equally important in the practical phase, where he will be accompanied by the best advertisers and advertising agency members. In this way, the professional will be tutored from the first moment by real experts in this sector

### **3. Entering first-class environments**

TECH maintains a philosophy based on offering all professionals a quality university education. That is why it carries out rigorous selection processes for the entire faculty that teaches the program and the companies where the internships will take place. In this way, the professional will be guaranteed access from the first moment to a program that will bring them closer to an area of work that seeks persuasion through language and innovation.





#### **4. Combining the Best Theory with State-of-the-Art Practice**

One of the factors that differentiate this Hybrid Professional Master's Degree from the rest of the academic panorama is its adaptation to the real needs of professionals, who, on the one hand, require a qualification that is compatible with their responsibilities and that offers a practical stay. That is why TECH combines in this program the most advanced theory and 100% online, with a 100% practical and intensive phase in a renowned advertising agency in its sector.

#### **5. Expanding the Boundaries of Knowledge**

The professional who enters this program will have the opportunity to expand his or her field of action within the field of Advertising Communication. This will be possible thanks to access to the latest information in this field through the best professionals, who are part of prestigious national and international advertising agencies. This is an opportunity that will allow you to progress in this field, leading the most successful advertising strategies.



*You will have full practical immersion  
at the center of your choice”*

# 03 Objectives

This Hybrid Professional Master's Degree is designed for students to strengthen their skills through an online program and a three-week internship in a marketing company. In this way, you will be able to consolidate yourself in a professional environment that requires an analytical and persuasive profile with a great attitude toward leadership.





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*Elaborate and write powerful messages using the psychological mechanisms most used by the great specialists in the world of advertising and digital marketing”*



## General Objective

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- This hybrid learning program is designed to help students face new professional challenges, allowing them to acquire the knowledge they need to communicate properly in all areas, channels, and networks, using the appropriate languages for each communication style

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*Each communication channel has a format that you must know and take advantage of for the benefit of the brand”*





## Specific Objectives

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- ♦ Acquire the necessary knowledge to communicate adequately in all areas, channels and networks using the appropriate languages for each communication style
- ♦ Be able to understand the basic concepts and theoretical models of human communication, its components and characteristics, as well as the role it plays in the psychological processes of advertising and public relations
- ♦ Have the ability to adequately contextualize the media systems and in particular the global communication structure
- ♦ Enable the student to relate advertising and public relations in a coherent manner with other social and human sciences
- ♦ Know how to apply creative processes to the field of communication, especially advertising and public relations
- ♦ Recognize the elements, forms and processes of advertising languages and other forms of persuasive communication
- ♦ Identify the professional profiles of advertising and public relations professionals, as well as the main skills required in the performance of their professional practice
- ♦ Know how to use information and communication technologies and techniques in the different combined and interactive media or media systems
- ♦ Know how to analyze the elements that make up the advertising message: graphic elements, audiovisual elements and musical and sound elements
- ♦ Assume the role of a creative editor within an advertising agency or advertising department in a company or institution
- ♦ Understand the nature and communicative potential of images and graphic design
- ♦ Know the creative advertising process
- ♦ Capacitate students to act as advertising and public relations professionals in accordance with the legal and ethical standards of the profession
- ♦ Relate advertising and public relations in a coherent manner with other social and human sciences
- ♦ Understand the importance of social media and e-mobile as a support and commercial revolution and use these tools to achieve advertising and public relations objectives
- ♦ 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
- ♦ Identify the methods and problems of the different branches of research in the field of Communication Sciences
- ♦ Know the scope and limits of the right of advertising

# 04 Skills

Throughout the program, students will develop their ability to understand the basics of advertising communication so that they can apply them in any digital or traditional media. In this way, they will master the global environment of different brands and adapt their words to attract new audiences and reinforce the loyalty of regular users.





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*Taking care of a brand's message is a task that requires skill and a lot of effort. Thanks to this program, you will be trained to develop a communications plan tailored to your clients' interests"*



## General Skill

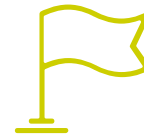
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- Acquire the necessary skills for the professional practice of the Advertising Communication with the knowledge of all the necessary factors to perform it with quality and solvency

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*Thanks to the Relearning method you will be able to reduce the long hours of study and memorization”*





## Specific Skills

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- Describe the characteristics and fundamentals of communication
- See human social communication as a social science
- Know how to use the different online communication platforms
- Develop a plan for the creation of the corporate identity
- Create communication in the digital environment
- Use psychological mechanisms present in communication
- Using advertising language
- Apply creative techniques in communication
- Writing advertising copy
- Perform art direction in advertising contexts
- Develop a corporate identity for an organization
- Recognize the flows of public opinion and the ability to exert force on them
- Carry out efficient community management tasks
- Know the legal framework that affects advertising

# 05

## Educational Plan

This blended learning program has one of the most complete curricula at the academic level. It is structured in 10 modules, whose content has been elaborated by the greatest experts in the sector. In this way, the student will be able to enter this world, understanding the concepts of advertising language today. In this way, you will master all the aspects that structure communication through quality content to make your profile stand out in a competitive environment.





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*Thanks to the Relearning method you will be able to reduce the long hours of study and memorization”*

## Module 1. Structure of the Communication

- 1.1. Theory, Concept and Method of the Communication Structure
  - 1.1.1. Introduction
  - 1.1.2. Autonomy of the Discipline and Relationships with other Subjects
  - 1.1.3. The Structuralist Method
  - 1.1.4. Definition and Purpose of the Communication Structure
  - 1.1.5. Guide to the Analysis of Communication Structure
- 1.2. New International Communication Order
  - 1.2.1. Introduction
  - 1.2.2. State Control: Monopolies
  - 1.2.3. Communication Marketing
  - 1.2.4. Cultural Dimension of Communication
- 1.3. Major Information Agencies
  - 1.3.1. Introduction
  - 1.3.2. What is an Information Agency?
  - 1.3.3. News and Information
  - 1.3.4. Before the Internet
  - 1.3.5. News Agencies Can Be Seen Thanks to the Internet
  - 1.3.6. The World's Major Agencies
- 1.4. The Advertising Industry and its Relationship with the Media System
  - 1.4.1. Introduction
  - 1.4.2. Advertising Industry
  - 1.4.3. The Need of Advertising for the Media
  - 1.4.4. La Structure of the Advertising Industry
  - 1.4.5. The Media and its Relationship with the Advertising Industry
  - 1.4.6. Advertising Regulations and Ethics
- 1.5. Cinema and the Culture and Leisure Market
  - 1.5.1. Introduction
  - 1.5.2. The Complex Nature of Cinema
  - 1.5.3. The Origin of the Industry
  - 1.5.4. Hollywood, the Film Capital of the World

- 1.6. Political Power and the Media
  - 1.6.1. Introduction
  - 1.6.2. Influence of the Media in the Formation of Society
  - 1.6.3. Media and Political Power
- 1.7. Media Concentration and Communication Policies
  - 1.7.1. Introduction
  - 1.7.2. Media Concentration
  - 1.7.3. Communication Policies
- 1.8. Communication Structure in Latin America
  - 1.8.1. Introduction
  - 1.8.2. Communication Structure in Latin America
  - 1.8.3. New Trends
- 1.9. Media System in Latin America and the Digitization of Journalism
  - 1.9.1. Introduction
  - 1.9.2. Historical Approach
  - 1.9.3. Bipolarity of the Latin American Media System
  - 1.9.4. U.S. Hispanic Media
- 1.10. Digitalization and the Future of Journalism
  - 1.10.1. Introduction
  - 1.10.2. Digitalization and the New Media Structure
  - 1.10.3. The Structure of Communication in Democratic Countries

## Module 2. Introduction to the Psychology of Communication

- 2.1. History of Psychology
  - 2.1.1. Introduction
  - 2.1.2. We Begin with the Study of Psychology
  - 2.1.3. Science in Evolution. Historical and Paradigmatic Changes
  - 2.1.4. Paradigms and Stages in Psychology
  - 2.1.5. Cognitive Science
- 2.2. Social Psychology
  - 2.2.1. Introduction
  - 2.2.2. Beginning with the Study of Social Psychology: The Influence of Social Psychology
  - 2.2.3. Empathy, Altruism and Helping Behavior

- 2.3. Social Cognition
  - 2.3.1. Introduction
  - 2.3.2. Thinking and Knowing, Vital Necessities
  - 2.3.3. Social Cognition
  - 2.3.4. Organizing Information
  - 2.3.5. Prototypical or Categorical Thinking
  - 2.3.6. The Mistakes We Make in Thinking: Inferential Biases
  - 2.3.7. Automatic Information Processing
- 2.4. Personality Psychology
  - 2.4.1. Introduction
  - 2.4.2. What is the Self? Identity and Personality
  - 2.4.3. Self-awareness
  - 2.4.4. Self-esteem
  - 2.4.5. Self-knowledge
  - 2.4.6. Interpersonal Variables in Personality Shaping
  - 2.4.7. Macro-social Variables in the Configuration of Personality
  - 2.4.8. A New Perspective in the Study of Personality Narrative Personality
- 2.5. Emotions
  - 2.5.1. Introduction
  - 2.5.2. What do we Talk about When we Get Excited?
  - 2.5.3. The Nature of Emotions
    - 2.5.3.1. Emotion as Preparation for Action
  - 2.5.4. Emotions and Personality
  - 2.5.5. From another Perspective. Social Emotions
- 2.6. Psychology of Communication. Persuasion and Attitude Change
  - 2.6.1. Introduction
  - 2.6.2. Attitudes
  - 2.6.3. Historical Models in the Study of Persuasive Communication
  - 2.6.4. The Probability of Elaboration Model
  - 2.6.5. Communication Processes through the Media
    - 2.6.5.1. A Historical Perspective
- 2.7. The Sender
  - 2.7.1. Introduction
  - 2.7.2. The Source of Persuasive Communication
  - 2.7.3. Source Characteristics. Credibility
  - 2.7.4. Source Characteristics. The Appeal
  - 2.7.5. Emitter Characteristics. The Power
  - 2.7.6. Processes in Persuasive Communication. Mechanisms Based on Primary Cognition
  - 2.7.7. New Processes in Communication. Mechanisms Based on Secondary Cognition
- 2.8. The Message
  - 2.8.1. Introduction
  - 2.8.2. We Begin by Studying the Composition of the Message
  - 2.8.3. Types of Messages: Rational vs. Emotional Messages
  - 2.8.4. Emotional Messaging and Communication: Fear Inducing Messages
- 2.9. The Receiver
  - 2.9.1. Introduction
  - 2.9.2. The Role of the Recipient according to the Elaboration Probability Model
  - 2.9.3. Recipient Needs and Motives: Their Impact on Attitude Change
  - 2.9.4. Need for Esteem and Communication
- 2.10. New Approaches to the Study of Communication
  - 2.10.1. Introduction
  - 2.10.2. Non-conscious Processing of Information. Automatic Processes
  - 2.10.3. Measuring Automatic Processes in Communication
  - 2.10.4. First Steps in the New Paradigms
  - 2.10.5. Theories of Dual Processing Systems
    - 2.10.5.1. Main Limitations of Dual Systems Theories

### Module 3. Advertising Language

- 3.1. Thinking and Writing: Definition
  - 3.1.1. Definition of Copywriting
  - 3.1.2. Historical Background of Advertising Copywriting and Phases of Professionalization
- 3.2. Copywriting and Creativity
  - 3.2.1. Conditions of the Copywriting Process
  - 3.2.2. Linguistic Competence
  - 3.2.3. Functions of the Copywriter
    - 3.2.3.1. Definition of the Functions of the Copywriter
- 3.3. The Principle of Coherence and Campaign Conceptualization
  - 3.3.1. The Principle of Campaign Unity
  - 3.3.2. The Creative Team
  - 3.3.3. The Conceptualization Process: Hidden Creativity
  - 3.3.4. What is a Concept?
  - 3.3.5. Applications of the Conceptualization Process
  - 3.3.6. The Advertising Concept
  - 3.3.7. Utility and Advantages of the Advertising Concept
- 3.4. Advertising and Rhetoric
  - 3.4.1. Copywriting and Rhetoric
  - 3.4.2. Placing Rhetoric
  - 3.4.3. The Phases of Rhetoric
    - 3.4.3.1. Advertising Discourse and Classical Rhetorical Discourse
    - 3.4.3.2. Topoi and *Reason Why* as Argumentation
- 3.5. Fundamentals and Characteristics of Copywriting
  - 3.5.1. Correction
  - 3.5.2. Adaptation
  - 3.5.3. Efficiency
  - 3.5.4. Characteristics of Copywriting
  - 3.5.5. Morphological: Nominalization
  - 3.5.6. Syntactics: Destructuring
  - 3.5.7. Graphics: Emphatic Punctuation
- 3.6. Argumentation Strategies
  - 3.6.1. Description
  - 3.6.2. The Enthymeme
  - 3.6.3. Narration
  - 3.6.4. Intertextuality
- 3.7. Styles and Slogans in Copywriting
  - 3.7.1. The Length of the Sentence
  - 3.7.2. The Styles
  - 3.7.3. The Slogan
  - 3.7.4. A Phrase of Wartime Origin
  - 3.7.5. The Characteristics of the Slogan
  - 3.7.6. The Elocution of the Slogan
  - 3.7.7. The Forms of the Slogan
  - 3.7.8. The Functions of the Slogan
- 3.8. Principles of Applied Copywriting and the Reason *Why*+USP Pairing
  - 3.8.1. Rigor, Clarity, Accuracy
  - 3.8.2. Synthesis and Simplicity
  - 3.8.3. Advertising Text Constraints
  - 3.8.4. Application of the *Reason Why* + USP Binomial
- 3.9. Copywriting in Conventional and Non-Conventional Media
  - 3.9.1. The *Above-The-Line/Below-The-Line* Division
  - 3.9.2. Integration: Overcoming the ATL- BTL Controversy
  - 3.9.3. Television Copywriting
  - 3.9.4. Radio Copywriting
  - 3.9.5. Press Copywriting
  - 3.9.6. Copywriting for Outdoor Media
  - 3.9.7. Copywriting in Non-Conventional Media
  - 3.9.8. Direct Marketing Copywriting
  - 3.9.9. Interactive Media Copywriting



- 3.10. Criteria for the Evaluation of an Advertising Text and Other Writing Cases
  - 3.10.1. Classical Models of Advertising Analysis
  - 3.10.2. Impact and Relevance
  - 3.10.3. The Editor's *Checklist*
  - 3.10.4. Translation and Adaptation of Advertising Texts
  - 3.10.5. New Technologies, New Languages
  - 3.10.6. Writing in Web 2.0
  - 3.10.7. *Naming*, Guerrilla Advertising and Other Copywriting Cases

## Module 4. Creativity in Communication

- 4.1. To Create is to Think
  - 4.1.1. The Art of Thinking
  - 4.1.2. Creative Thinking and Creativity
  - 4.1.3. Thought and Brain
  - 4.1.4. The Lines of Research on Creativity: Systematization
- 4.2. Nature of the Creative Process
  - 4.2.1. Nature of Creativity
  - 4.2.2. The Notion of Creativity: Creation and Creativity
  - 4.2.3. The Creation of Ideas for Persuasive Communication
  - 4.2.4. Nature of the Creative Process in Advertising
- 4.3. The Invention
  - 4.3.1. Evolution and Historical Analysis of the Creation Process
  - 4.3.2. Nature of the Classical Canon of Invention
  - 4.3.3. The Classical View of Inspiration in the Origin of Ideas
  - 4.3.4. Invention, Inspiration, Persuasion
- 4.4. Rhetoric and Persuasive Communication
  - 4.4.1. Rhetoric and Advertising
  - 4.4.2. The Rhetorical Parts of Persuasive Communication
  - 4.4.3. Rhetorical Figures
  - 4.4.4. Rhetorical Laws and Functions of Advertising Language
- 4.5. Creative Behavior and Personality
  - 4.5.1. Creativity as a Personal Characteristic, as a Product and as a Process
  - 4.5.2. Creative Behavior and Motivation
  - 4.5.3. Perception and Creative Thinking
  - 4.5.4. Elements of Creativity
- 4.6. Creative Skills and Abilities
  - 4.6.1. Thinking Systems and Models of Creative Intelligence
  - 4.6.2. Three-Dimensional Model of the Structure of the Intellect According to Guilford
  - 4.6.3. Interaction Between Factors and Intellectual Capabilities
  - 4.6.4. Creative Skills
  - 4.6.5. Creative Capabilities
- 4.7. The Phases of the Creative Process
  - 4.7.1. Creativity as a Process
  - 4.7.2. The Phases of the Creative Process
  - 4.7.3. The Phases of the Creative Process in Advertising
- 4.8. Troubleshooting
  - 4.8.1. Creativity and Problem Solving
  - 4.8.2. Perceptual Blocks and Emotional Blocks
  - 4.8.3. Methodology of Invention: Creative Programs and Methods
- 4.9. The Methods of Creative Thinking
  - 4.9.1. *Brainstorming* as a Model of Idea Creation
  - 4.9.2. Vertical Thinking and Lateral Thinking
  - 4.9.3. Methodology of Invention: Creative Programs and Methods
- 4.10. Creativity and Advertising Communication
  - 4.10.1. The Creative Process as a Specific Product of Advertising Communication
  - 4.10.2. Nature of the Creative Process in Advertising: Creativity and the Creative Advertising Process
  - 4.10.3. Methodological Principles and Effects of Advertising Creation
  - 4.10.4. Advertising Creation: From Problem to Solution
  - 4.10.5. Creativity and Persuasive Communication

## Module 5. Advertising Creativity I: Copywriting

- 5.1. Writing Concept
  - 5.1.1. Writing and Editing
  - 5.1.2. Copywriting and Thought
  - 5.1.3. Copywriting and Order
- 5.2. Fundamentals of Advertising Copywriting
  - 5.2.1. Correction
  - 5.2.2. Adaptation
  - 5.2.3. Efficiency
- 5.3. Characteristics of Copywriting
  - 5.3.1. Nominalization
  - 5.3.2. Destructuring
  - 5.3.3. Expressive Concentration
- 5.4. Text and Image
  - 5.4.1. From Text to Image
  - 5.4.2. Text Functions
  - 5.4.3. Image Functions
  - 5.4.4. Relationship Between Text and Imaging
- 5.5. Brand and Slogan
  - 5.5.1. The Brand
  - 5.5.2. Brand Characteristics
  - 5.5.3. The Slogan
- 5.6. Direct Advertising
  - 5.6.1. The Brochure
  - 5.6.2. The Catalogue
  - 5.6.3. Other Annexes
- 5.7. Press Advertising: the Large Format Advertisement
  - 5.7.1. Newspapers and Magazines
  - 5.7.2. Superstructure
  - 5.7.3. Formal Characteristics
  - 5.7.4. Editorial Characteristics

- 5.8. Press Advertising: Other Formats
  - 5.8.1. Word Advertisements
  - 5.8.2. The Claim
    - 5.8.2.1. Superstructure
- 5.9. Outdoor Advertising
  - 5.9.1. Formats
  - 5.9.2. Formal Characteristics
  - 5.9.3. Editorial Characteristics
- 5.10. Radio Advertising
  - 5.10.1. Radio Language
  - 5.10.2. The Radio Spot
  - 5.10.3. Superstructure
  - 5.10.4. Wedge Types
  - 5.10.5. Formal Characteristics
- 5.11. Audiovisual Advertising
  - 5.11.1. The Image
  - 5.11.2. The Text
  - 5.11.3. Music and Sound Effects
  - 5.11.4. Advertising Formats
  - 5.11.5. The Script
  - 5.11.6. The Storyboard

## Module 6. Advertising Creativity II: Art Direction

- 6.1. Subjects and Object of Advertising Graphic Design
  - 6.1.1. Related Professional Profiles
  - 6.1.2. Academic Context and Competencies
  - 6.1.3. Advertiser and Agency
- 6.2. Creative Direction and Creative Idea
  - 6.2.1. Creative Process
  - 6.2.2. Types of Creative Processes
  - 6.2.3. Art Direction and Formal Idea

- 6.3. The Role of the Art Director
  - 6.3.1. What is Art Direction?
  - 6.3.2. How Art Direction Works?
  - 6.3.3. The Creative Team
  - 6.3.4. The Role of the Art Director
- 6.4. Fundamentals of Advertising Graphic Design
  - 6.4.1. Design Concepts and Design Standards
  - 6.4.2. Trends and Styles
  - 6.4.3. Design Thinking, Process and Management
  - 6.4.4. Scientific Metaphor
- 6.5. Methodology of Advertising Graphics
  - 6.5.1. Creativity Graphics
  - 6.5.2. Design Process
  - 6.5.3. Communication and Aesthetics
- 6.6. Graphic Strategy
  - 6.6.1. Apprehension Form
  - 6.6.2. Graphic Message
  - 6.6.3. Aesthetic State
- 6.7. Graphic Architecture
  - 6.7.1. Typometry
  - 6.7.2. Graphic Spaces
  - 6.7.3. Reticle
  - 6.7.4. Pagination Standards
- 6.8. Final Arts
  - 6.8.1. Final Arts
  - 6.8.2. Processes
  - 6.8.3. Systems
- 6.9. Creation of Advertising Graphic Supports
  - 6.9.1. Publigrphy
  - 6.9.2. Organizational Visual Image (OVI)
- 6.10. Graphic Advertisements
  - 6.10.1. *Packaging*
  - 6.10.2. Websites
  - 6.10.3. Corporate Image in Web Pages

## Module 7. Corporate Identity

- 7.1. The Importance of Image in Businesses
  - 7.1.1. What is Corporate Image?
  - 7.1.2. Differences between Corporate Identity and Corporate Image
  - 7.1.3. Where can the Corporate Image be Manifested?
  - 7.1.4. Corporate Image Change Situations. Why Achieve a Good Corporate Image?
- 7.2. Research Techniques in Corporate Image
  - 7.2.1. Introduction
  - 7.2.2. The study of the Company's Image
  - 7.2.3. Corporate Image Research Techniques
  - 7.2.4. Qualitative Image Study Techniques
  - 7.2.5. Types of Quantitative Techniques
- 7.3. Image Audit and Strategy
  - 7.3.1. What is Image Auditing?
  - 7.3.2. Guidelines
  - 7.3.3. Audit Methodology
  - 7.3.4. Strategic Planning
- 7.4. Corporate Culture
  - 7.4.1. What is Corporate Culture?
  - 7.4.2. Factors Involved in Corporate Culture
  - 7.4.3. Functions of Corporate Culture
  - 7.4.4. Types of Corporate Culture
- 7.5. Corporate Social Responsibility and Corporate Reputation
  - 7.5.1. CSR: Concept and Application of the Company
  - 7.5.2. Guidelines for Integrating CSR into Businesses
  - 7.5.3. CSR Communication
  - 7.5.4. Corporate Reputation
- 7.6. Corporate Visual Identity and Naming
  - 7.6.1. Corporate Visual Identity Strategies
  - 7.6.2. Basic Elements
  - 7.6.3. Basic Principles
  - 7.6.4. Preparation of the Manual
  - 7.6.5. *The Naming*

- 7.7. Brand Image and Positioning
  - 7.7.1. The Origins of Trademarks
  - 7.7.2. What is a Brand?
  - 7.7.3. The Need to Build a Brand
  - 7.7.4. Brand Image and Positioning
  - 7.7.5. The Value of Brands
- 7.8. Image Management through Crisis Communication
  - 7.8.1. Strategic Communication Plan
  - 7.8.2. When it All Goes Wrong: Crisis Communication
  - 7.8.3. Cases
- 7.9. The Influence of Promotions on Corporate Image
  - 7.9.1. The New Advertising Industry Landscape
  - 7.9.2. The Marketing Promotion
  - 7.9.3. Features
  - 7.9.4. Dangers
  - 7.9.5. Promotional Types and Techniques
- 7.10. Distribution and Image of the Point of Sale
  - 7.10.1. The Main Players in Commercial Distribution
  - 7.10.2. The Image of Retail Distribution Companies through Positioning
  - 7.10.3. Through its Name and Logo

## Module 8. Public Opinion

- 8.1. The Concept of Public Opinion
  - 8.1.1. Introduction
  - 8.1.2. Definition
  - 8.1.3. Public Opinion as a Rational Phenomenon and as a Form of Social Control
  - 8.1.4. Phases in the Growth of Public Opinion as a Discipline
  - 8.1.5. The 20th Century
- 8.2. Theoretical Framework of Public Opinion
  - 8.2.1. Introduction
  - 8.2.2. Perspectives on the Discipline of Public Opinion in the 20th Century
  - 8.2.3. Twentieth Century Authors
  - 8.2.4. Walter Lippmann: Biased Public Opinion
  - 8.2.5. Jürgen Habermas: the Political-Value Perspective
  - 8.2.6. Niklas Luhmann: Public Opinion as a Communicative Modality
- 8.3. Social Psychology and Public Opinion
  - 8.3.1. Introduction
  - 8.3.2. Psychosocial Variables in the Relationship of Persuasive Entities with their Public
  - 8.3.3. The Name
  - 8.3.4. Conformism
- 8.4. Media Influence Models
  - 8.4.1. Introduction
  - 8.4.2. Media Influence Models
  - 8.4.3. Types of Media Effects
  - 8.4.4. Research on Media Effects
  - 8.4.5. The Power of the Media
- 8.5. Public Opinion and Political Communication
  - 8.5.1. Introduction
  - 8.5.2. Electoral Political Communication. Propaganda
  - 8.5.3. Government Political Communication
- 8.6. Public Opinion and Elections
  - 8.6.1. Introduction
  - 8.6.2. Do Election Campaigns Influence Public Opinion?
  - 8.6.3. The Effect of the Media in Election Campaigns as a Reinforcement of Opinions
  - 8.6.4. The *Bandwagon* and *Underdog* Effects
- 8.7. Government and Public Opinion
  - 8.7.1. Introduction
  - 8.7.2. Representatives and their Constituents
  - 8.7.3. Political Parties and Public Opinion
  - 8.7.4. Public Policies as an Expression of the Government's Action

- 8.8. The Political Intermediation of the Press
  - 8.8.1. Introduction
  - 8.8.2. Journalists as Political Intermediaries
  - 8.8.3. Dysfunctions of Journalistic Intermediation
  - 8.8.4. Reliance on Journalists as Intermediaries
- 8.9. Public Sphere and Emerging Models of Democracy
  - 8.9.1. Introduction
  - 8.9.2. The Public Sphere in the Information Society
  - 8.9.3. Emerging Models of Democracy
- 8.10. Methods and Techniques for Public Opinion Research
  - 8.10.1. Introduction
  - 8.10.2. Opinion Polls
  - 8.10.3. Types of Surveys
  - 8.10.4. Analysis

## Module 9. Social Media and *Community Management*

- 9.1. Introduction and Typology of Social Media
  - 9.1.1. Social Media Against Traditional Media
  - 9.1.2. What is a Social Network?
  - 9.1.3. Evolution of Social Networks on the Internet?
  - 9.1.4. Social Media Today
  - 9.1.5. Features of Social Media on the Internet
  - 9.1.6. Social Media Typology
- 9.2. Functions of the *Community Manager*
  - 9.2.1. The Figure of the *Community Manager* and their Function in the Company
  - 9.2.2. *Community Manager* Guide
  - 9.2.3. The Profile of the *Community Manager*
- 9.3. Social Media within the Structure of the Business
  - 9.3.1. The Importance of Social Media in the Company
  - 9.3.2. The Different Profiles that Work in Social Media
  - 9.3.3. How to Choose the Best Structure for Social Media Management
  - 9.3.4. Customer Care on Social Media
  - 9.3.5. Relationship of the Social Media Team with Other Departments in the Company

- 9.4. Introduction to Digital Marketing
  - 9.4.1. The Internet: Making Marketing Infinite
  - 9.4.2. Objectives of Marketing on the Internet
  - 9.4.3. Key Concepts on the Internet
  - 9.4.4. Operative Marketing on the Web
  - 9.4.5. Search Engine Positioning
  - 9.4.6. Social Media
  - 9.4.7. Community Manager
  - 9.4.8. e-Commerce
- 9.5. Social Media Strategic Plan and Social Media Plan
  - 9.5.1. The Importance of Having a Social Media Plan Aligned with the Company's Strategic Plan
  - 9.5.2. Previous Analysis
  - 9.5.3. Objectives
  - 9.5.4. Strategy
  - 9.5.5. Actions
  - 9.5.6. Budget
  - 9.5.7. Schedules
  - 9.5.8. Contingency Plan
- 9.6. Online Reputation
- 9.7. Main Social Media Outlets I
  - 9.7.1. Facebook: Increase the Presence of Our Brand
    - 9.7.1.1. Introduction: What is Facebook and How Can it Help Us?
    - 9.7.1.2. Main Elements in the Professional Field
    - 9.7.1.3. Content Promotion
    - 9.7.1.4. Analytics
  - 9.7.2. Twitter: 140 Characters to Achieve the Objectives
    - 9.7.2.1. Introduction: What is Twitter and How Can it Help Us?
    - 9.7.2.2. Main Elements
    - 9.7.2.3. Content Promotion
    - 9.7.2.4. Analytics

- 9.7.3. LinkedIn. The Professional Social Network for Excellence
  - 9.7.3.1. Introduction: What is LinkedIn and How Can it Help Us?
  - 9.7.3.2. Main Elements
  - 9.7.3.3. Content Promotion
- 9.8. Main Social Media Outlets II
  - 9.8.1. YouTube: The Second Most Important Search Engine on the Internet
  - 9.8.2. Main Components
  - 9.8.3. Advertising
  - 9.8.4. YouTube Analytics
  - 9.8.5. Success Stories
  - 9.8.6. Instagram and Pinterest. The Power of Image
  - 9.8.7. Instagram
  - 9.8.8. Success Stories
  - 9.8.9. Pinterest
- 9.9. Blogs and Personal Branding
  - 9.9.1. Definition
  - 9.9.2. Typology
- 9.10. *Community Manager* Tools
  - 9.10.1. Monitoring and Programming. Hootsuite
  - 9.10.2. Specific Tools for Each Social Network
  - 9.10.3. Active Listening Tools
  - 9.10.4. URL Shortening Tools
  - 9.10.5. Tools for the Generation of Content

## Module 10. Advertising law

- 10.1. Basic Notions of the Advertising Law
  - 10.1.1. Concept and Emergence of the Law of Advertising
  - 10.1.2. Subjects of the Advertising Relationship
  - 10.1.3. Personality Rights
  - 10.1.4. Advertising Work, Intellectual and Industrial Property
  - 10.1.5. Other Forms of Protection of Advertising Work
- 10.2. Sources of Advertising Law
  - 10.2.1. Legal System and Rules
  - 10.2.2. Sources of Advertising Law
  - 10.2.3. Limits to the Effectiveness of Rules
- 10.3. Unlawful Advertising
  - 10.3.1. Advertising of Minors
  - 10.3.2. Subliminal Advertising
  - 10.3.3. Advertising Contrary to the Specific Regulations
  - 10.3.4. Advertising Offense
- 10.4. Unfair Advertising
  - 10.4.1. Misleading Advertising
  - 10.4.2. Unfair Advertising
  - 10.4.3. Covert Advertising
  - 10.4.4. Aggressive Advertising
  - 10.4.5. Comparative Advertising
- 10.5. Advertising Agreement
  - 10.5.1. Legal Regime
  - 10.5.2. Birth of the Contract
  - 10.5.3. Ineffectiveness
  - 10.5.4. Noncompliance
  - 10.5.5. Common Provisions Specific to Advertising Agreements
- 10.6. The Advertising Creation Agreement
  - 10.6.1. Concept
  - 10.6.2. Characters
  - 10.6.3. Contents
  - 10.6.4. Noncompliance
  - 10.6.5. Extinction

- 10.7. The Advertising Broadcasting Agreement
  - 10.7.1. Concept
  - 10.7.2. Characters
  - 10.7.3. Contents
  - 10.7.4. Noncompliance
  - 10.7.5. Extinction
- 10.8. The Sponsorship Agreement
  - 10.8.1. Concept
  - 10.8.2. Characters
  - 10.8.3. Contents
  - 10.8.4. Noncompliance
  - 10.8.5. Extinction
- 10.9. Advertising Ethics and Self-Regulation
  - 10.9.1. Advertising Deontology: Concept and Objective
  - 10.9.2. Value of the Codes of Conduct
  - 10.9.3. Self Control
- 10.10. The Importance of Advertising and the Need for its Regulation
  - 10.10.1. The Alternative to Self-Regulation
  - 10.10.2. Benefits and Advantages of Self-Regulation
  - 10.10.3. The Current Status of Self-Regulation

“

*You have a 24-hour resource library with which you can access the most relevant information on creating strategic social media plans”*



# 06

# Internship

Immediately after completing the theoretical program, the student will be able to carry out an on-site internship in a prestigious agency. Here, they will be able to carry out various activities related to the direction and management of social networks. All this during a period of 3 weeks of intensive learning and together with the best specialists attached to the center.







“

*This blended program is an excellent opportunity for you who are looking for new opportunities to develop your creative process"*

TECH attaches great importance to the practical phase of this Hybrid Professional Master's Degree, which is why it has carefully selected the companies where the professionals will be able to spend their time. In this way, it offers a period of learning: Monday to Friday, in 8-hour consecutive days, the professional will be with the best advertisers of the company, who will guide him to show him the techniques and working methods used to implement excellent advertising campaigns.

In this practical internship program, the activities are aimed at the development and improvement of the skills necessary for the creation of a communication plan in a digital environment, as well as the application of advertising language according to the target audience and which are oriented to the specific training for the exercise of the activity.

TECH offers, in this way, a unique experience where the professional will be able to integrate into Marketing and communication departments of the highest level. In this way, you will be able to expand your team leadership skills in this area and enhance your professional competencies in an unparalleled environment, which will lead you to grow in a sector with high demand and competitiveness.

The internship will be carried out with the active participation of the student performing the activities and procedures of each area of competence (learning to learn and learning to do), with the accompaniment and guidance of teachers and other training partners that facilitate teamwork and multidisciplinary integration as transversal competencies for Advertising Communication praxis (learning to be and learning to relate).





The procedures described below will form the basis of the practical part of the training, and their implementation is subject to both the suitability of the patients and the availability of the center and its workload, with the proposed activities being as follows

Module	Practical Activity
Advertising Language	Contribute to the creative writing of advertising messages
	Collaborate in the different strategies of advertising argumentation
	Copywriting support in conventional and non-conventional media
	Perform web 2.0 writing tasks
Advertising Creativity	Proofreading, adapting creative for effective copywriting
	Participation in the drafting of text and images
	Offer support in the creation of scripts and storyboards
	Collaborate in the realization of graphic advertising creativity
Corporate Identity	Contribute in the planning of the Image Strategies
	Applying Corporate Social Responsibility in the Companies
	Develop different types of promotional techniques
	Collaborate in the positioning of companies through their name and logo
Social Networks and Community Management	Collaborate in the creation of a strategic plan for social networks and social media plan
	Contribute in increasing brand presence through social networks: Facebook, Twitter and LinkedIn
	Offering support in the generation of content on YouTube
	Use different tools for content generation

## Civil Liability Insurance

This institution's main concern is to guarantee the safety of the trainees and other collaborating agents involved in the internship process at the company. Among the measures dedicated to achieve this is the response to any incident that may occur during the entire teaching-learning process.

To this end, this entity commits to purchasing a civil liability insurance policy to cover any eventuality that may arise during the course of the internship at the center.

This liability policy for interns will have broad coverage and will be taken out prior to the start of the practical training period. That way professionals will not have to worry in case of having to face an unexpected situation and will be covered until the end of the internship program at the center.



## General Conditions of the Internship Program

The general terms and conditions of the internship agreement for the program are as follows:

**1. TUTOR:** During the Hybrid Professional Master's Degree, students will be assigned with two tutors who will accompany them throughout the process, answering any doubts and questions that may arise. On the one hand, there will be a professional tutor belonging to the internship center who will have the purpose of guiding and supporting the student at all times. On the other hand, they will also be assigned with an academic tutor whose mission will be to coordinate and help the students during the whole process, solving doubts and facilitating everything they may need. In this way, the student will be accompanied and will be able to discuss any doubts that may arise, both clinical and academic.

**2. DURATION:** The internship program will have a duration of three continuous weeks, in 8-hour days, 5 days a week. The days of attendance and the schedule will be the responsibility of the center and the professional will be informed well in advance so that they can make the appropriate arrangements.

**3. ABSENCE:** If the students does not show up on the start date of the Hybrid Professional Master's Degree, they will lose the right to it, without the possibility of reimbursement or change of dates. Absence for more than two days from the internship, without justification or a medical reason, will result in the professional's withdrawal from the internship, therefore, automatic termination of the internship. Any problems that may arise during the course of the internship must be urgently reported to the academic tutor.

**4. CERTIFICATION:** Professionals who pass the Hybrid Professional Master's Degree will receive a certificate accrediting their stay at the center.

**5. EMPLOYMENT RELATIONSHIP:** The Hybrid Professional Master's Degree shall not constitute an employment relationship of any kind.

**6. PRIOR EDUCATION:** Some centers may require a certificate of prior education for the Hybrid Professional Master's Degree. In these cases, it will be necessary to submit it to the TECH internship department so that the assignment of the chosen center can be confirmed.

**7. DOES NOT INCLUDE:** The Hybrid Professional Master's Degree will not include any element not described in the present conditions. Therefore, it does not include accommodation, transportation to the city where the internship takes place, visas or any other items not listed.

However, students may consult with their academic tutor for any questions or recommendations in this regard. The academic tutor will provide the student with all the necessary information to facilitate the procedures in any case.

07

# Where Can I Do the Internship?

In its maxim of offering quality education within the reach of most people, TECH has decided to broaden its academic horizons so that this training can be given to various top-level advertising agencies. This is a unique opportunity that allows the professional to continue to grow his career alongside the best advertisers in the sector.





“

*Achieve the professional success you are looking for through a practical stay, which will lead you to surround yourself with the best publicists of the moment”*

# tech 40 | Where Can I Do the Internship?



Students can take the practical part of this Hybrid Professional Master's Degree at the following centers:



School of Business

## Match Mode

Country	City
Spain	Barcelona

Address: Avenida Diagonal 696  
(08034) Barcelona

The only platform specialized in fashion for the recruitment of freelancers specialized in this sector.

### Related internship programs:

- Fashion and Luxury Communication Management
- Communication Company Management



School of Business

## Goose & Hopper

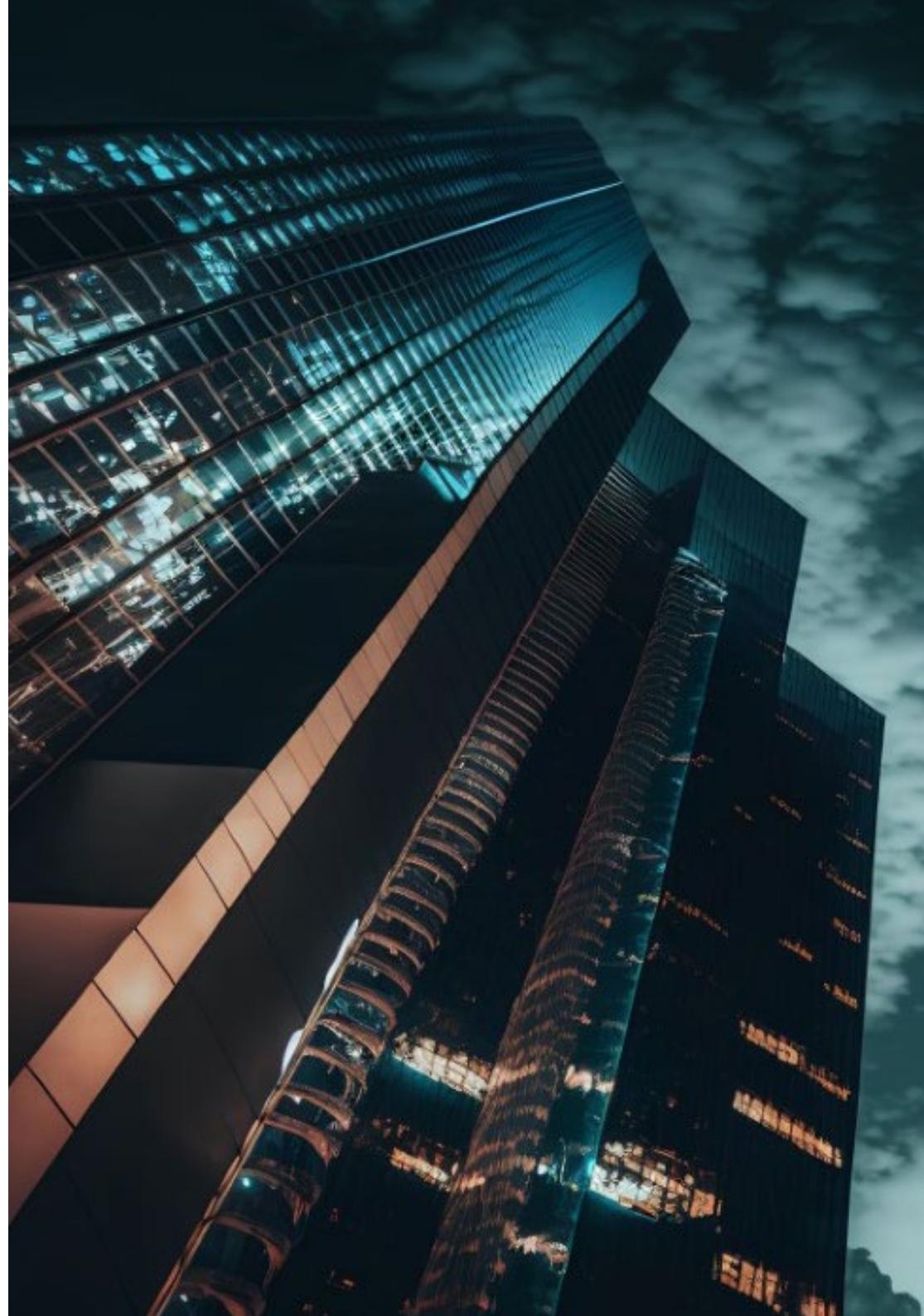
Country	City
Spain	Valence

Address: La Marina de Valencia, Muelle de la Aduana S/N Edificio Lanzadera 46024

Advertising, design, technology, and creativity agency.

### Related internship programs:

- Digital Communication and Reputation Management
- MBA in Digital Marketing







### Piensamarketing

Country: Argentina  
City: Río Negro

Address: Campichuelo 580 (8400),  
Ciudad de Bariloche, Río Negro

Social and digital marketing and communication  
agency

**Related internship programs:**

- Creation and Entrepreneurship in Digital Business
- MBA in Digital Marketing



### Amplifica

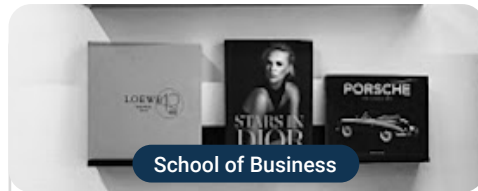
Country: Argentina  
City: Autonomous City of Buenos Aires

Address: Chile 576, C1098AAL CABA, Argentina

SEO agency for the promotion of communication and  
effective positioning.

**Related internship programs:**

- Advertising Communication
- Graphic Design



School of Business

### Nameless Agency

Country City  
Mexico Mexico City

Address: Tula 30 Colonia Condesa  
Cuauhtémoc C.P. 06140

Entity specialized in digital marketing and public relations.

- Related internship programs:**
- Advertising Communication
  - MBA in Digital Marketing



School of Business

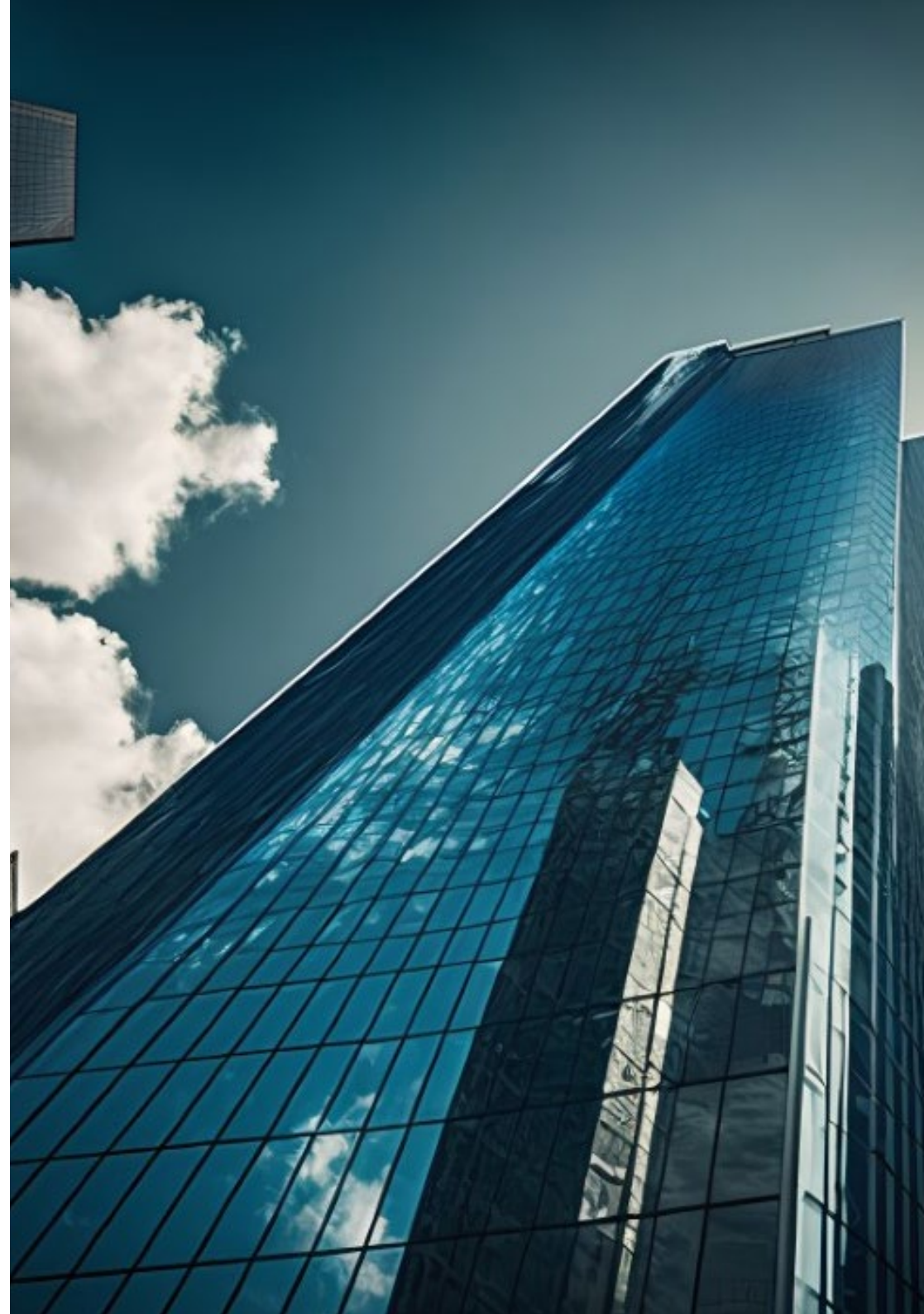
### Goose & Hopper

Country City  
Mexico Michoacán de Ocampo

Address: Avenida Solidaridad Col. Nueva  
Chapultepec Morelia, Michoacan

Advertising, design, technology, and creativity agency.

- Related internship programs:**
- Digital Communication and Reputation Management
  - Organic 3D Modeling





**School of Business**

**Tribalo**

Country City  
Mexico Querétaro de Arteaga

Address: Ignacio Pérez Sur N°49  
El Carrizal Querétaro

Advertising and Digital Marketing Agency

**Related internship programs:**

- MBA in Digital Marketing
- Advertising Communication



**School of Business**

**Amperson**

Country City  
Mexico Mexico City

Address: Dr. Vertiz 652, int 302, Narvarte  
Poniente, Benito Juárez, 03023,  
Ciudad de México, México

Digital Marketing and Communication Agency

**Related internship programs:**

- Graphic Design
- MBA in Advertising and Public Relations Management

08

# 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.*



## 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.

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

## 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.



09

# Certificate

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



“

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

This **Hybrid Professional Master's Degree in Advertising Communication** contains the most complete and up-to-date program on the professional and educational field.

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

In addition to the certificate, students will be able to obtain an academic transcript, as well as a certificate outlining the contents of the program. In order to do so, students should contact their academic advisor, who will provide them with all the necessary information.

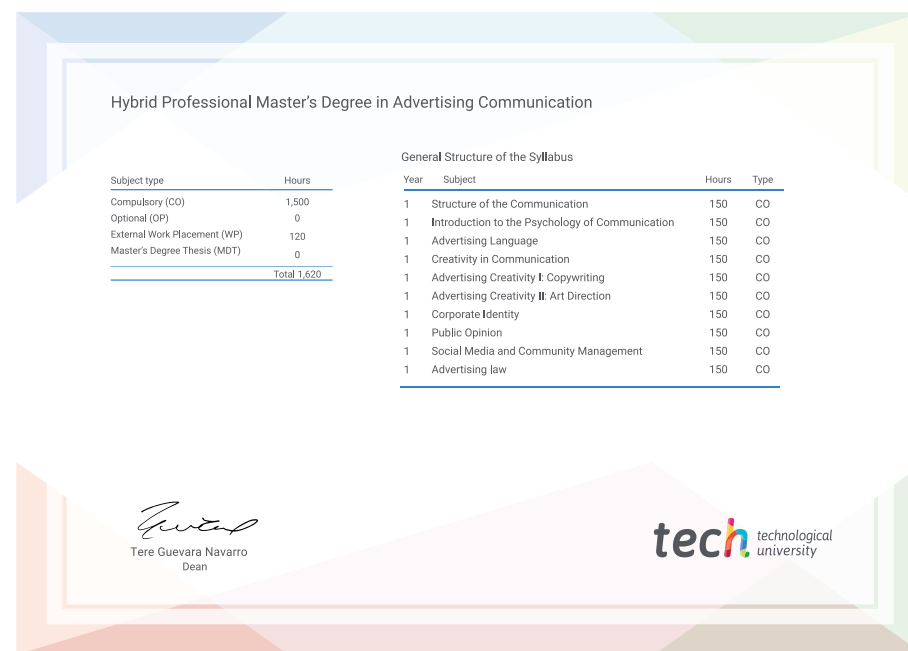
Title: **Hybrid Professional Master's Degree in Advertising Communication**

Course Modality: **Hybrid (Online + Clinical Internship)**

Duration: **12 months**

Certificate: **TECH Technological University**

Teaching Hours: **1,620 h.**



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

future  
health confidence people  
education information tutors  
guarantee accreditation teaching  
institutions technology learning  
community commitment  
personalized service innovation  
knowledge present quality  
development languages  
virtual classroom



## Hybrid Professional Master's Degree

Advertising Communication

Course Modality: Hybrid (Online + Internship)

Duration: 12 months

Certificate: TECH Technological University

Teaching Hours: 1,620 h.

# Hybrid Professional Master's Degree Advertising Communication

