

# Internship Program

## Advertising Communication



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Internship Program  
Advertising Communication

# Index

01

Introduction

---

*p. 4*

02

Why Study an  
Internship Program?

---

*p. 6*

03

Objectives

---

*p. 8*

04

Educational Plan

---

*p. 10*

05

Where Can I Do the  
Internship Program?

---

*p. 12*

06

General Conditions

---

*p. 16*

07

Certificate

---

*p. 18*

# 01 Introduction

Large companies such as Pepsi, Coca-Cola, and Nike make a difference with their competitors through advertising campaigns that greatly impact consumers. Therefore, their business success depends to a great extent on the achievement of such campaigns carried out by the best advertising creatives in the world. Reaching this goal is undoubtedly the objective of professionals who wish to succeed in the advertising communication sector. That is why TECH has created this program that offers a practical internship in a prestigious advertising company. Therefore, during 3 intensive weeks, the professional will be able to expand their competencies in this field and fulfill their leadership and management goals in the field of advertising communication.

“

*Enjoy an intensive 3-week internship in a prestigious center and update yourself on the latest developments in the area of advertising communication to grow professionally”*





Nowadays, companies that do not have a good communication strategy can hardly be maintained, especially given the high competitiveness in e-commerce. That is why communication agencies are in great demand, and advertising departments themselves are part of large companies.

Therefore, without a doubt, a good communication and advertising strategy are key tools for business success. In this scenario, the professional who wishes to lead impactful advertising campaigns or plan them within his organization must be aware of the latest developments in the best agencies' techniques, support, and methods. This is why this Internship Program was created, which offers specialists a 3-week stay in a leading advertising company in their sector.

In this way, the professional will be able to test the work processes in an excellent environment and with first-class specialists who will guide him during this period to achieve his aspirations of progression in a field where innovation and creativity go hand in hand. A unique opportunity in the academic panorama that only TECH offers you.

“

*With TECH, you will have a distinctive, unique, and effective practice in the advertising industry”*

# 02

## Why Study an Internship Program?

In the field of advertising communication, professionals must know how to deal with different scenarios where creativity and the creation of persuasive messages are key. Therefore, from the mastery of theory, it is necessary to move on to the direct action of practice, where a specialist develops. That is why TECH has created this Practical Training that offers a practical internship in a prestigious advertising company. An ideal environment to enhance the skills of professionals who aspire to top management positions in a highly competitive environment. In this way, during 3 intensive weeks, the professional will be integrated into a work team that will take them to learn first-hand both the latest technical advances and how to apply them in order to create truly effective advertising. A unique opportunity that moves away from traditional pedagogical systems to bring the professional closer to advanced, effective and useful learning.



*TECH offers you the opportunity to step forward in your professional career as an advertising manager through an Internship Program unique in the academic panorama"*

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

Social networks, artificial intelligence, or Virtual Reality are just some of the new technologies used in the field of advertising to reach target audiences. For this reason, and in order to bring the specialist closer to these digital tools, TECH presents this Internship Program, where the professional can see firsthand what are the most relevant advances in this field, where the creative capacity coupled with the technology are crucial.

### **2. Gaining In-Depth Knowledge from the Experience of Top Specialists**

In this Internship Program, the professional will have the opportunity to be side by side with the best specialists in Advertising Communication, members of the prestigious company where the stay will take place. In this way, during 3 intensive weeks, they will be able to see firsthand the methods, processes, and techniques used in a sector characterized by tough competition. All this thanks to the tutoring of a specialist with extensive experience in this field

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

TECH carries out a rigorous selection procedure of all the centers available for the Internship Programs. In this way, this academic institution seeks to guarantee access to first-class environments where the professional who attends this program can optimally achieve their progression objectives, in this case, in the field of Advertising Communication.



#### **4. Putting the acquired knowledge into daily practice from the very first moment**

Far from the traditional theoretical concept, this program immerses the professional from the first day in practical actions, which will be very useful for their aspirations in the field of Advertising Communication. Therefore, with a 100% practical model, the specialists will be able to develop their skills in the creation of campaigns or advertising content focused on different audiences and clients.

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

This program offers the professional a view of expansion within the field of Advertising Communication. The opportunity to spend 3 intensive weeks in a leading advertising agency will allow you to integrate the techniques and methods used by the best. A unique environment to progress that only TECH, the world's largest digital university, can provide.



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

# 03 Objectives

This Internship 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. At the end of this program, you will be able to develop a corporate identity creation plan and write high-impact advertising copy.



## General Objectives

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- Master the current trends in the communication media used, especially in the digital field
- Incorporate the methods and techniques used in a first-level advertising department into daily work
- Know the digital programs used for creating projects, designing creativities, and monitoring advertising campaigns







## Specific Objectives

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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
- 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



*This program will help you generate a sense of confidence and security when working as a communications manager or copywriter"*

# 04 Educational Plan

Communication professionals who enroll in this program will be able to carry out a practical internship for a period of 3 weeks in a center of recognized prestige. During this period, they will have a schedule from Monday to Friday with 8 consecutive hours of practical training with an expert professional. In this way, they will be able to train in a real and controlled environment to gain experience and safety.

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.

It is undoubtedly an opportunity to learn in a prestigious company's marketing and communication departments. Becoming familiar with the day-to-day of the work of a team of editors, community, or any other area. Therefore, it is the perfect choice for the student who wishes to improve or acquire new skills in this sector.

The practical teaching 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 practice (learning to be and learning to relate).

The procedures described below will be the basis of the practical part of the training, and their implementation will be subject to the center's own availability and workload, the proposed activities being the following:



*Receive specialized education in an institution that can offer you all these possibilities, with an innovative academic program and a human team that will help you develop your full potential”*



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

05

# Where Can I Do the Internship Program?

In its maxim of offering quality education within the reach of most people, TECH has been willing to expand academic horizons so that this training can be taught in various centers. A unique opportunity that allows the professional to continue growing alongside the best professionals in the sector in the area of political communication.



*TECH is committed to your education.  
That's why we offer you the highest quality  
Internship Program in the most prestigious  
international marketing agencies"*





The student will be able to do this program 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.

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**Related internship programs:**

- Fashion and Luxury Communication Management
- Communication Company Management



School of Business

### Goose & Hopper España

Country	City
Spain	Valence

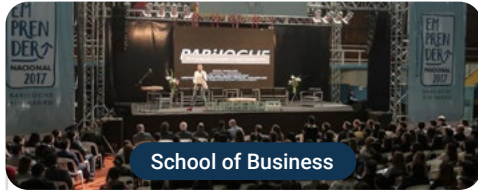
Address: La Marina de Valencia, Muelle de la Aduana S/N Edificio Lanzadera 46024

Advertising, design, technology, and creativity agency.

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**Related internship programs:**

- Digital Communication and Reputation Management
- Organic 3D Modeling



School of Business

### 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



School of Business

### Amplifica

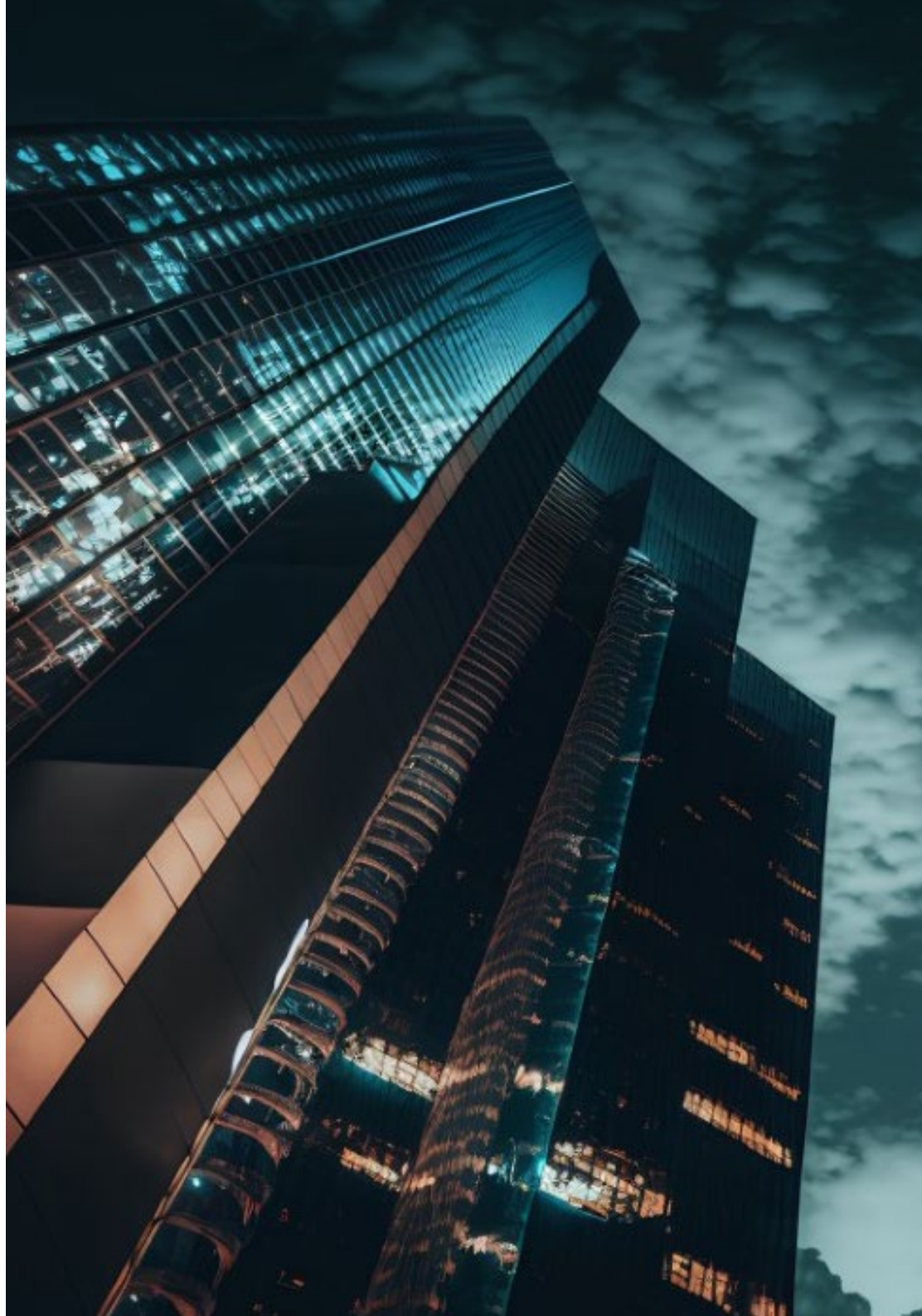
Country: Argentina  
City: Autonomous City of Buenos Aires

Address: Chile 576, C1098AAL CABA, Argentina

SEO agency for the promotion of communication and  
effective positioning.

**Related internship programs:**

- Advertising Communication
- Graphic Design





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### Nameless Agency

Country City  
Mexico Mexico City

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

Entity specialized in digital marketing and public relations.

**Related internship programs:**

- Advertising Communication
- MBA in Digital Marketing



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### Goose & Hopper México

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



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### Tribalo

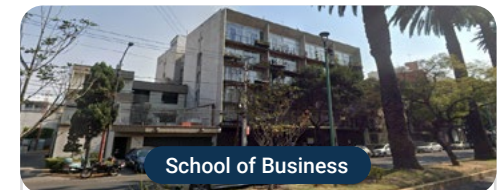
Country City  
Mexico Querétaro de Arteaga

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

# 06 General Conditions

## 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 Internship Program, 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 Internship Program, 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 Internship Program will receive a certificate accrediting their stay at the center.

**5. EMPLOYMENT RELATIONSHIP:** The Internship Program shall not constitute an employment relationship of any kind.

**6. PRIOR EDUCATION:** Some centers may require a certificate of prior education for the Internship Program. 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 Internship Program 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 Certificate

This **Internship Program in Advertising Communication** contains the most complete and up-to-date program on the professional and academic scene.

After the student has passed the evaluations, they will receive their corresponding TECH Internship Program issued by TECH Technological University via tracked delivery.

The certificate issued by TECH will reflect the grade obtained in the test.

Title: **Internship Program in Advertising Communication**

Duration: **3 weeks**

Course Modality: **Monday to Friday, 8-hour consecutive shifts**

Total Hours: **120 h. of professional practice**



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## Advertising Communication



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