

Postgraduate Certificate Advertising Language





Postgraduate Certificate Advertising Language

- » Modality: online
- » Duration: 6 weeks
- » Certificate: TECH Global University
- » Credits: 6 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: www.techtute.com/us/school-of-business/postgraduate-certificate/advertising-language

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01

Welcome

Advertising Language seeks to convince a user to buy a product or acquire a service. Using some marketing resources to provide valuable information, this message is usually accompanied by a graphic image or audio visual that generates an impact and attracts attention. Consequently, it is necessary to have professionals capable of developing their creativity and critical thinking in order to carry out the best campaigns that will transform their department. Accordingly, this program was developed to review the fundamentals of the advertising system, the creative process, and the latest techniques in advertising language.



Postgraduate Certificate in Advertising Language.
TECH Global University



“

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

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:



Analysis

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.



Learn with the best

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

Teachers representing 20 different nationalities.



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

03

Why Our Program?

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

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

In order to guarantee academic excellence, the Postgraduate Certificate in Advertising Language has been developed, which aims to become a point of reference for professionals in this sector. In this way, the future graduate will be able to acquire all the knowledge to carry out an adequate advertising communication using the most advanced tools. For this reason, and making use of practical examples, the student will be able to solve any real situation that may arise in their work environment.





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

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

The **Postgraduate Certificate in Advertising Language** qualifies students to:

01

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

02

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

03

Know how to apply creative processes in the field of communication, especially in the field of advertising and public relations





04

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

05

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

06

Encouraging creativity and persuasion through different media and communication media

05

Structure and Content

The content of the Postgraduate Certificate in Advertising Language has been designed to meet the high standards that companies and organizations demand from their employees. The above is transformed into an increase in the students' possibilities to develop their abilities to master the elements, forms and processes of advertising language and other forms of communication, analyzing the different levels and components that integrate the linguistic system, as well as the discursive products that are framed in the different textual typologies.



“

Apply creative processes to the field of communication, especially in the field of advertising and public relations”

Syllabus

This program for the development of the Postgraduate Certificate in Advertising Language will provide the student with a global vision of the fundamentals of the advertising system, the creative process, and the latest techniques in advertising language. The objective is to set up the first theoretical and practical pillars to qualify the student to make strategic decisions in the field of persuasive communication.

This program is a complete and concrete review that will enable you to perform any of these tasks with solvency and confidence. In each class, we will have a real working scenario to be able to assess the suitability of its application in our project, evaluating its real indications, its way of development and the expectations we can have regarding the results.

Throughout 180 hours of learning, the student will analyze a multitude of case studies through individual and teamwork. In this way, they will be able to understand and comprehend the importance of recognizing the significant and appropriate tools for the study of advertising and public relations. The goal of this program is to offer theories and techniques to overcome prejudices, develop imagination and awaken an attitude to generate original ideas in any communicative sphere.

This Postgraduate Certificate is developed over 6 weeks and is divided into 1 module:

Module 1

Advertising Language



Where, When and How is it Taught?

TECH offers the possibility of developing this Postgraduate Certificate in Advertising Language completely online. Over the course of 6 weeks, 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.

Module 1. Advertising Language

1.1. Thinking and Writing: Definition

- 1.1.1. Definition of Copywriting
- 1.1.2. Historical Background of Advertising Copywriting and Phases of Professionalization

1.2. Copywriting and Creativity

- 1.2.1. Conditions of the Copywriting Process
- 1.2.2. Linguistic Competence
- 1.2.3. Functions of the Copywriter
 - 1.2.3.1. Definition of the Functions of the Copywriter

1.3. The Principle of Coherence and Campaign Conceptualization

- 1.3.1. The Principle of Campaign Unity
- 1.3.2. The Creative Team
- 1.3.3. The Conceptualization Process: Hidden Creativity
- 1.3.4. What is a Concept?
- 1.3.5. Applications of the Conceptualization Process
- 1.3.6. The Advertising Concept
- 1.3.7. Utility and Advantages of the Advertising Concept

1.4. Advertising and Rhetoric

- 1.4.1. Copywriting and Rhetoric
- 1.4.2. Placing Rhetoric
- 1.4.3. The Phases of Rhetoric
 - 1.4.3.1. Advertising Discourse and Classical Rhetorical Discourse
 - 1.4.4.2. Topoi and Reason Why as Argumentation

1.5. Fundamentals and Characteristics of Copywriting

- 1.5.1. Correction
- 1.5.2. Adaptation
- 1.5.3. Efficiency
- 1.5.4. Characteristics of Copywriting
- 1.5.5. Morphological: Nominalization
- 1.5.6. Syntactics: Destructuring
- 1.5.7. Graphics: Emphatic Punctuation

1.6. Argumentation Strategies

- 1.6.1. Description
- 1.6.2. The Enthymeme
- 1.6.3. Narration
- 1.6.4. Intertextuality

1.7. Styles and Slogans in Copywriting

- 1.7.1. The Length of the Sentence
- 1.7.2. The Styles
- 1.7.3. The Slogan
- 1.7.4. A Phrase of Wartime Origin
- 1.7.5. The Characteristics of the Slogan
- 1.7.6. The Elocution of the Slogan
- 1.7.7. The Forms of the Slogan
- 1.7.8. The Functions of the Slogan

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

- 1.8.1. Rigor, Clarity, Accuracy
- 1.8.2. Synthesis and Simplicity
- 1.8.3. Advertising Text Constraints
- 1.8.4. Application of the Reason Why + USP Pairing

1.9. Copywriting in Conventional and Non-Conventional Media

- 1.9.1. The Division Above-the-line/Below-the-line
- 1.9.2. Integration: Overcoming the ATL- BTL Controversy
- 1.9.3. Television Copywriting
- 1.9.4. Radio Copywriting
- 1.9.5. Press Copywriting
- 1.9.6. Copywriting for Outdoor Media
- 1.9.7. Copywriting in Non-Conventional Media
- 1.9.8. Direct Marketing Advertising Copywriting
- 1.9.9. Interactive Media Copywriting

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

- 1.10.1. Classical Models of Advertising Analysis
- 1.10.2. Impact and Relevance
- 1.10.3. The Checklist of the Writer
- 1.10.4. Translation and Adaptation of Advertising Texts
- 1.10.5. New Technologies, New Languages
- 1.10.6. Writing in Web 2.0
- 1.10.7. Naming, Guerrilla Advertising and Other Copywriting Cases

Social Media



Pinterest



Instagram



YouTube



Clubhouse



Twitter



Facebook

06

Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning**.

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.





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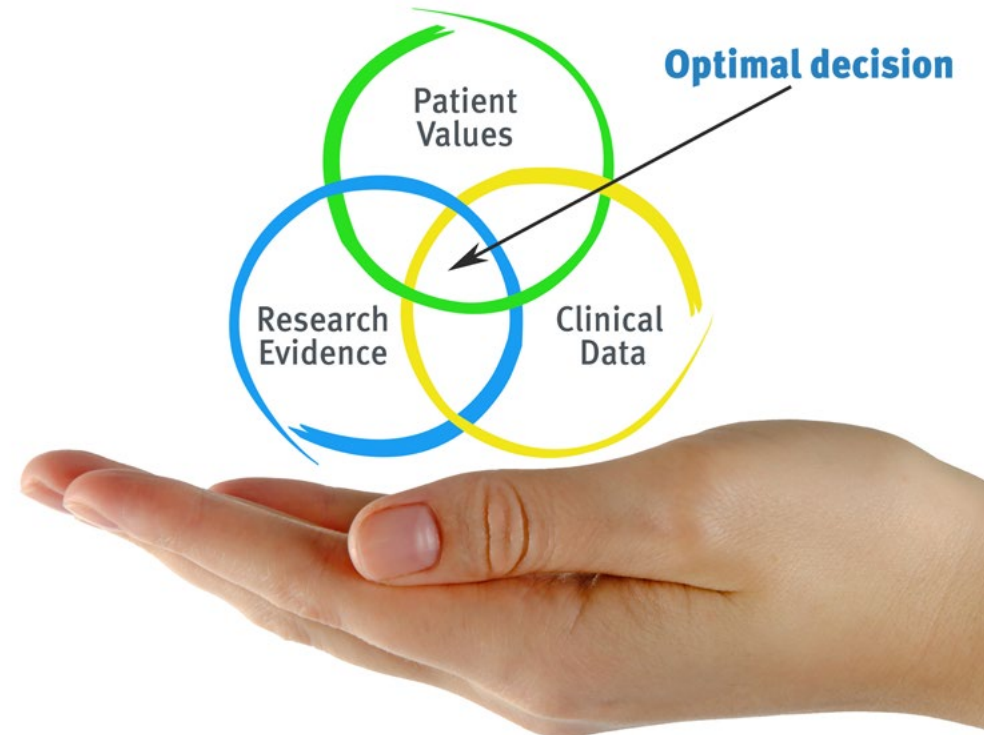
Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"

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.



07

Our Students' Profiles

The Postgraduate Certificate in Advertising Language is aimed at university graduates who have previously completed any of the following programs in design, advertising, creative or any other branch related to the area of communications and corporate identity.

This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities.

Professionals with a university degree in any area and two years of work experience in a related area may also participate in the program.





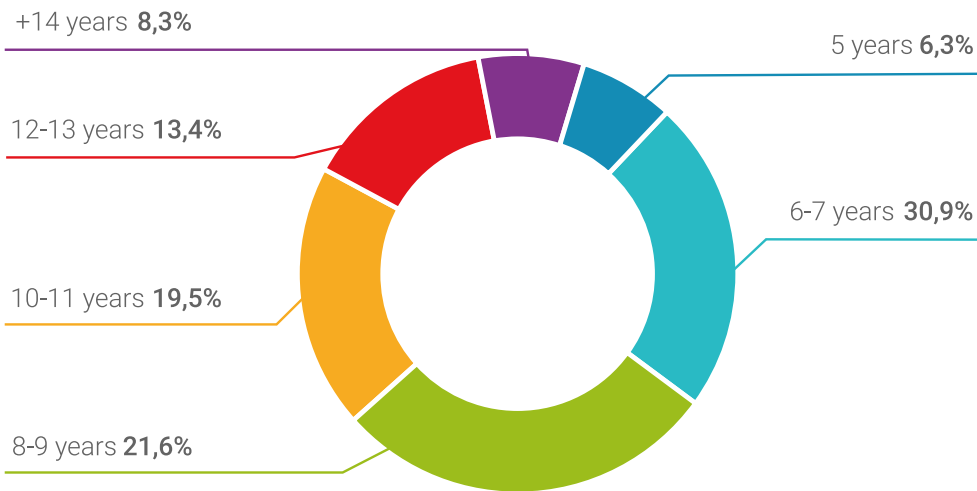
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Recognizes the elements, forms and processes of advertising language and other forms of persuasive communication”

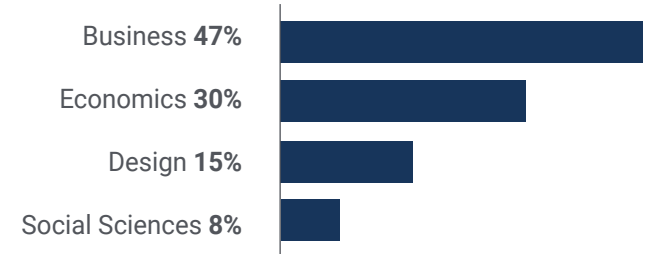
Average Age

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

Years of Experience



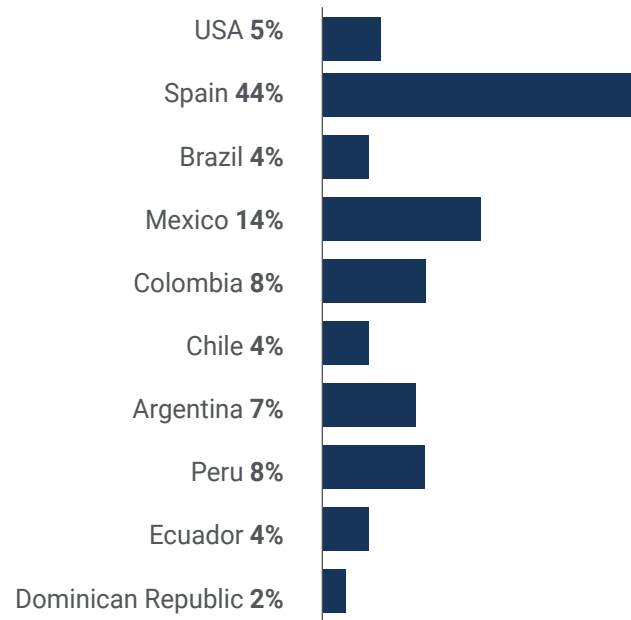
Training



Academic Profile



Geographical Distribution



Mercedes Marcano

Copy and Social Media

"Writing has always been my passion. Now, thanks to this program, I have been able to turn it into my profession. Each class and module has meant a change for me, allowing me to learn new techniques to develop persuasive language"

08

Impact on Your Career

We are aware that studying a program like this entails great economic, professional and, of course, personal investment. For this reason, the ultimate goal will always be to provide all the necessary tools and an innovative methodology to motivate students in each class. This will guarantee a satisfactory labor insertion in a sector that demands quality and excellence.





“

Develop your creativity and persuasive language to deliver your message to the receiver in an efficient way”

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

TECH's Postgraduate Certificate in Advertising Language is an intensive program that prepares future graduates to face challenges and business decisions in the field of corporate communication. The main objective is to promote personal and professional growth. Helping students achieve success.

If you want to improve yourself, make a positive change professionally and network with the best, this is the place for you.

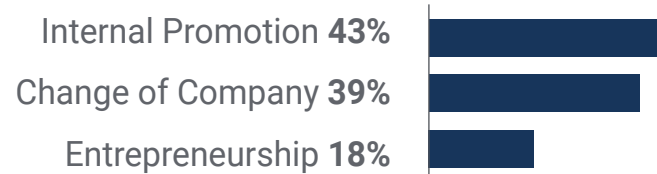
A pathway to education and professional growth that will propel you towards greater competitiveness in the labor market.

Achieve the positive change you need to boost your career and profession with the Postgraduate Certificate in Advertising Language.

When the change occurs



Type of change



Salary increase

This program represents a salary increase of more than **25.42%** for our students.



09

Benefits for Your Company

The Postgraduate Certificate in Advertising Language contributes to elevate the organization's talent to its maximum potential through the training of high-level leaders.

Participating in this program is a unique opportunity to access a powerful network of contacts in which to find future professional partners, customers or suppliers.





“

Get to know the fields of advertising and public relations, as well as the main skills required in your professional practice"

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

01

Intellectual Capital and Talent Growth

The professional 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 professional and opens new avenues for professional growth within the company.

03

Building agents of change

You 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 professional can work on a current project or develop new projects in the field of R&D or Business Development within their company.

06

Increased competitiveness

This Postgraduate Certificate will equip your professionals with the skills to take on new challenges and therefore drive the organization forward.

10 Certificate

The Postgraduate Certificate in Advertising Language guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Global University.





“

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

This program will allow you to obtain your **Postgraduate Certificate in Advertising Language** 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: **Postgraduate Certificate in Advertising Language**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 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.



Postgraduate Certificate Advertising Language

- » Modality: online
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- » Schedule: at your own pace
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Postgraduate Certificate Advertising Language

