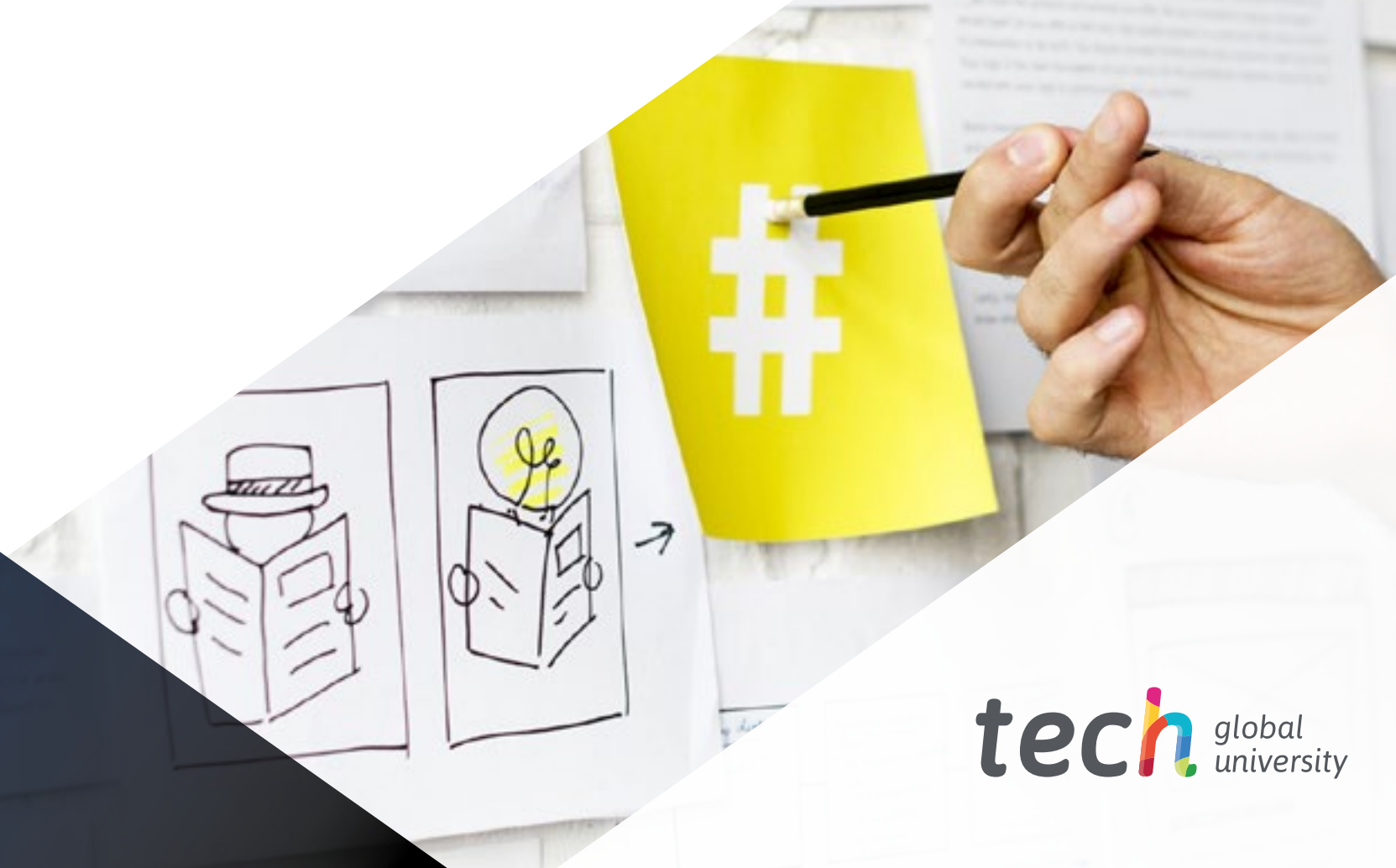


Postgraduate Certificate Creativity in Communication





Postgraduate Certificate Creativity in Communication

- » 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/creativity-communication

Index

01

Welcome

p. 4.

02

Why Study at TECH?

p. 6.

03

Why Our Program?

p. 10.

04

Objectives

p. 14.

05

Structure and Content

p. 18.

06

Methodology

p. 24.

07

Our Students' Profiles

p. 32.

08

Impact on Your Career

p. 36.

09

Benefits for Your Company

p. 40.

10

Certificate

p. 44.

01. Welcome

Creativity is a highly valued skill in advertising or media environments, for which it is necessary to have a predisposition and a wide range of knowledge. There are techniques and tools to develop creative concepts that enhance the imagination, such as brainstorming, a creative process in which several points of view are put together until the final idea is developed. In this way, we work the mind, pending trends and innovations to be applied in the sector, surprising the audience. Behind all this there is an analysis of factors that will make the creative bet a success, factors that comprise this program that TECH has developed with industry experts. In this way, students will acquire the tools and skills that will guide them to professional success



Postgraduate Certificate in Creativity in Communication.
TECH Global University



“

Enhance your creative skills in communication thanks to the tools offered by TECH in this complete Postgraduate Certificate"

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 methodology (the most internationally recognized postgraduate learning methodology) with Harvard Business School case studies. A complex balance of traditional and state-of-the-art methods, within the most demanding academic framework.



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 Harvard Business School case studies"

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

The Postgraduate Certificate in Creativity in Communication is designed to guide the student towards the achievement of the following proposed objectives, to improve their skills and expand their knowledge in the creative process to apply them in communication. In this way, you will know how to convey the message properly, from a fresh and up-to-date perspective, using the latest digital tools. As a result, after completing the program, the professional will be able to make the right decisions with a global approach in this sector, from an innovative perspective and an international vision that successfully communicates the values of the company or organization



“

Stand up for your ideas! With this Postgraduate Certificate, you will foster creativity and persuasion through different formats and communication media”

**TECH makes the goals of their students their own goals too
We work together in order to achieve them**

The **Postgraduate Certificate in Creativity in Communication** will enable students to:

01

Understand the structure and transformation of today's society in relation to the elements, forms and processes of advertising and public relations communication

04

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

02

Encourage creativity and persuasion through different formats and communication media

03

Gain knowledge about the elements, forms and processes of advertising languages and other forms of persuasive communication



05

Gain knowledge about the fields of advertising and public relations and their processes and organizational structures

06

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

07

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

08

Use creative methodology such as *brainstorming* lateral thinking, with an Advertising Communication perspective.



05.

Structure and Content

The content of this Postgraduate Certificate in Creativity in Communication has been developed taking into account the needs of the student to succeed in the creative process in the communications sector. In this way, the professionals exploit their potential, following the latest trends and developing the capabilities of a creative role. They will master the key aspects to carry out these functions in different formats and for different media, through quality content structured in a module that will take their learning to the highest level



“

By identifying the fundamental principles of human creativity, you will know how to apply them correctly in the manifestations of persuasive communication, something you will learn by taking this program"

Syllabus

The Postgraduate Certificate in Creativity in Communication of TECH Global University is an intensive program that prepares the student in the field of creative communication

Through this complete Postgraduate Certificate, the students will acquire the necessary knowledge to advance in this professional field, favoring the development of managerial competencies that will allow them to make decisions in uncertain and competitive environments, facing the business challenges that the scenario presents

Throughout 180 hours of preparation, the student will analyze a multitude of practical cases through individual and teamwork. It is, therefore, an authentic immersion in real business situations, which will position the professional's profile

In this way, the Postgraduate Certificate focuses on two fundamental aspects of creativity applied to communication, in different formats, whose purpose is to get the message across, through a curriculum designed to specialize professionals in the business environment and orient them towards this sector from a strategic, international and innovative perspective

For all these reasons, this program is designed for students, focused on their professional improvement, preparing them to achieve excellence in a field focused on results that requires high doses of imagination, with innovative content based on the latest trends, and supported by the best educational methodology and an exceptional faculty, which will provide them with the skills to develop successfully in this environment

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

Module 1

Creativity in Communication



Where, When and How is it Taught?

TECH offers you the possibility of taking this Postgraduate Certificate in Creativity in Communication completely online. Throughout the 6 weeks of this program, 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. Creativity in Communication

1.1. To Create is to Think

- 1.1.1. The Art of Thinking
- 1.1.2. Creative Thinking and Creativity
- 1.1.3. Thought and Brain
- 1.1.4. The Lines of Research on Creativity: Systematization

1.2. Nature of the Creative Process

- 1.2.1. Nature of Creativity
- 1.2.2. The Notion of Creativity: Creation and Creativity
- 1.2.3. The Creation of Ideas for Persuasive Communication
- 1.2.4. Nature of the Creative Process in Advertising

1.3. The Invention

- 1.3.1. Evolution and Historical Analysis of the Creation Process
- 1.3.2. Nature of the Classical Canon of the Invention
- 1.3.3. The Classical View of Inspiration in the Origin of Ideas
- 1.3.4. Invention, Inspiration, Persuasion

1.4. Rhetoric and Persuasive Communication

- 1.4.1. Rhetoric and Advertising
- 1.4.2. The Rhetorical Parts of Persuasive Communication
- 1.4.3. Rhetorical Figures
- 1.4.4. Rhetorical Laws and Functions of Advertising Language

1.5. Creative Behavior and Personality

- 1.5.1. Creativity as a Personal Characteristic, as a Product and as a Process
- 1.5.2. Creative Behavior and Motivation
- 1.5.3. Perception and Creative Thinking
- 1.5.4. Elements of Creativity

1.6. Creative Skills and Abilities

- 1.6.1. Thinking Systems and Models of Creative Intelligence
- 1.6.2. Three-Dimensional Model of the Structure of the Intellect According to Guilford
- 1.6.3. Interaction Between Factors and Intellectual Capabilities
- 1.6.4. Creative Skills
- 1.6.5. Creative Capabilities

1.7. The Phases of the Creative Process

- 1.7.1. Creativity as a Process
- 1.7.2. The Phases of the Creative Process
- 1.7.3. The Phases of the Creative Process in Advertising

1.8. Troubleshooting

- 1.8.1. Creativity and Problem Solving
- 1.8.2. Perceptual Blocks and Emotional Blocks
- 1.8.3. Methodology of Invention: Creative Programs and Methods

1.9. The Methods of Creative Thinking

- 1.9.1. *Brainstorming* as a Model for the Creation of Ideas
- 1.9.2. Vertical Thinking and Lateral Thinking
- 1.9.3. Methodology of Invention: Creative Programs and Methods

1.10. Creativity and Advertising Communication

- 1.10.1. The Creative Process as a Specific Product of Advertising Communication
- 1.10.2. Nature of the Creative Process in Advertising: Creativity and the Creative Advertising Process
- 1.10.3. Methodological Principles and Effects of Advertising Creation
- 1.10.4. Advertising Creation: From Problem to Solution
- 1.10.5. Creativity and Persuasive Communication



**I WANT YOU
FOR U.S. ARMY**

NEAREST RECRUITING STATION

“

You will analyze creativity as a personal characteristic, as a product and as a process, an innovative approach with which you will see things differently”

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.





“

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

This program is aimed at university graduates who have previously completed any of the following programs in graphic design, advertising, public relations or any other creative field related to the area of communications

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





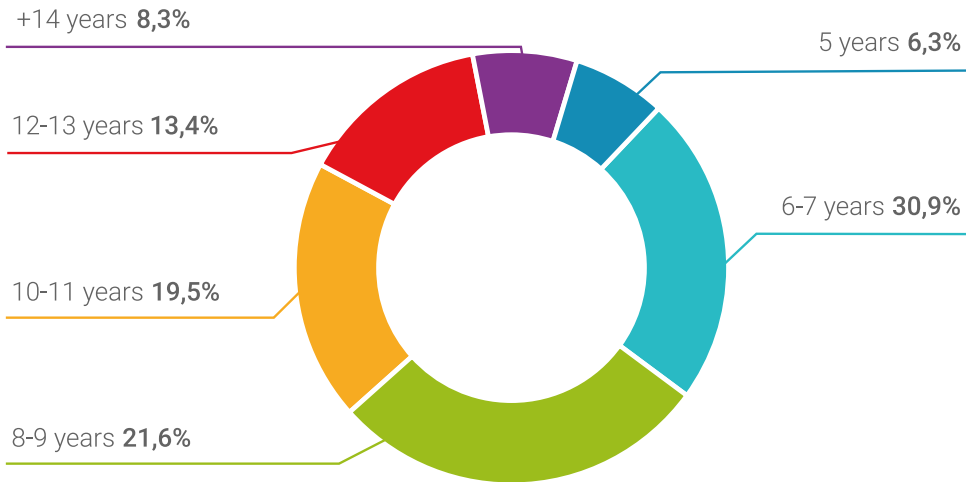
“

Raise your creative skills to the highest level with TECH, dominate the communication landscape through your ideas”

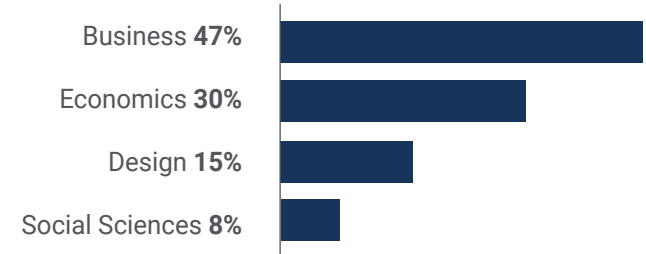
Average Age

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

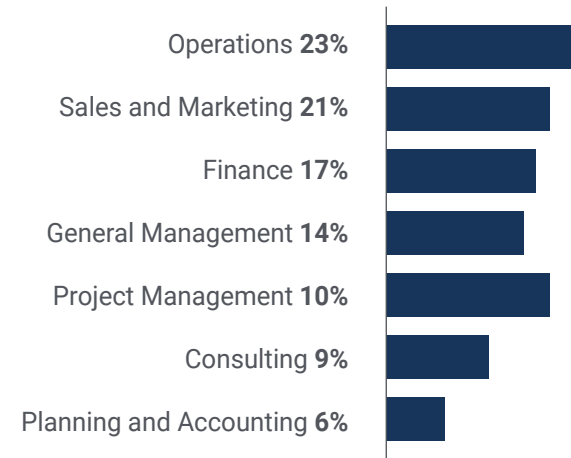
Years of Experience



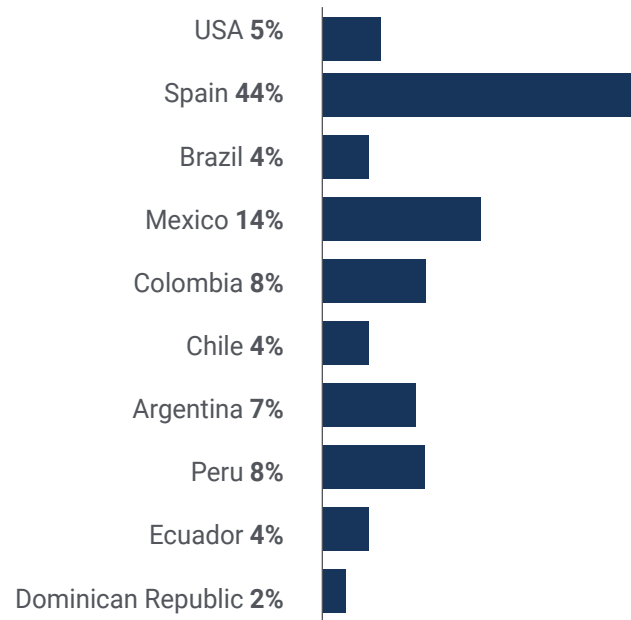
Training



Academic Profile



Geographical Distribution



Jaime Sancho

Junior Creative

"Thanks to this TECH Postgraduate Certificate I have consolidated certain knowledge that has made me stand out from other interns in the advertising agency where we do internships, achieving a junior contract. I am already putting everything I have learned into practice in my day-to-day work and the company is delighted with my ideas"

08.

Impact on Your Career

TECH University is aware of the fact that taking a program of these characteristics implies a great economic, professional and personal investment on the part of the student. The ultimate goal of carrying out this great effort should be to achieve professional growth, so that the professional's job placement or promotion in this sector is in line with expectations. TECH is committed to this objective and achieves it through the design of competitive programs, an innovative methodology and the best experts in the sector





“

Give a twist to your career path and enter the world of creatives. It's the perspective you need to achieve success"

Immerse yourself in this Postgraduate Certificate in Creativity in Communication and learn new communication techniques with which to enhance ideas for your company.

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

The Postgraduate Certificate in Creativity in Communication of TECH is an intensive program that prepares students to face challenges and business decisions to devise creative concepts within advertising strategies, specializing them in a sector that requires profiles with great imagination and a solid knowledge base. Therefore, its main objective is to promote the student's personal and professional growth in order to achieve success in this field of work

The industry needs fresh minds that know how to innovate. Lead the change with the knowledge of this Postgraduate Certificate that TECH has developed to train you in depth.

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 Creativity in Communication contributes to elevate the organization's talent to its maximum potential through the specialization 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





“

Boost your talent in a creative communication department thanks to the tools that TECH gives you in this Postgraduate Certificate"

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 thus drive the organization forward.

10. Certificate

The Postgraduate Certificate in Creativity in Communication 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 by mail without having to travel or fill out laborious paperwork”

This program will allow you to obtain your **Postgraduate Certificate in Creativity in Communication** 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 Creativity in Communication**

Modality: **online**

Duration: **6 weeks**

Accreditation: **6 ECTS**





Postgraduate Certificate Creativity in Communication

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

Postgraduate Certificate Creativity in Communication

