Postgraduate Diploma
Advertisement Creation and Advertising Communication

tech technological university

Postgraduate Diploma
Advertisement Creation and Advertising Communication

- » Modality: **online**
- » Duration: **6 months**
- » Certificate: **TECH Technological University**
- » Dedication: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **online**
- » Aimed at: **University Graduates who have previously completed any of the degrees in the fields of Social and Legal Sciences, Administrative and Business Sciences**

Website: **www.techtitute.com/pk/school-of-business/postgraduate-diploma/postgraduate-diploma-advertisement-creation-advertising-communication**

Index

01
Welcome

The role of advertising has been fundamental in companies throughout history, since it is responsible for attracting potential customers through various strategies of persuasion. In this way, technology has reached the creation of advertisements and advertising communication with the firm purpose of executing innovative and highly creative strategies, and therefore, the high demand at the business level. Precisely for this reason, TECH launches a 100% online academic program that integrates different genres and advertising styles, in addition to psychological advertising models. At the same time, the mastery of these contents is supported by the *Relearning* system, a methodology that facilitates the deep assimilation of complex concepts and skills in students.

Postgraduate Diploma in Advertisement Creation and Advertising Communication
TECH Technological University

" *Sign up and access a 100% online program that will allow you to fully address key concepts in building brands in an efficient way"*

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 center for intensive managerial skills education.

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 Technological University

Innovation

The university offers an online learning model that balances 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.

+100000 executives prepared each year

+200 different nationalities

Empowerment

Students will grow hand in hand with the best companies and highly regarded and influential professionals. TECH has developed strategic partnerships and a valuable network of contacts with major economic players in 7 continents.

+500 collaborative agreements with leading companies

Talent

This program is a unique initiative to allow students to showcase their talent in the business world. An opportunity that will allow them to voice their concerns and share their business vision.

After completing this program, TECH helps students show the world their talent.

Multicultural Context

While studying at TECH, students will enjoy a unique experience. Study in a multicultural context. In a program with a global vision, through which students can learn about the operating methods in different parts of the world, and gather the latest information that best adapts to their business idea.

TECH students represent more than 200 different nationalities.

TECH strives for excellence and, to this end, boasts a series of characteristics that make this university unique:

Learn with the best

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 analyses in academia"

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 (postgraduate learning methodology with the best international valuation) with the Case Study. Tradition and vanguard in a difficult balance, and in the context of the most demanding educational 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 ground-breaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.

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 education of the highest academic level"

This program will provide you with a multitude of professional and personal advantages, among which we highlight the following:

01

A Strong Boost to Your Career

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 students achieve positive career development in less than 2 years.

02

Develop a strategic and global vision of the company

TECH offers an in-depth overview of general management to understand how each decision affects each of the company's different functional fields.

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

You will 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 fields 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

You will be part of an exclusive community

Students will be part of a community of elite executives, large companies, renowned institutions, and qualified teachers from the most prestigious universities in the world: the TECH Technological University community.

We give you the opportunity to study with a team of world-renowned teachers.

04
Objectives

This academic program will provide the professionals with the latest updates in the field of Advertisement Creation and Advertising Communication, contributing significantly to the achievement of their objectives through the development of exclusive competencies that will bring additional value to their professional career. In addition, TECH provides innovative educational tools that enrich your understanding of the strategic importance of target audiences. Consequently, upon completion of this program, the graduates will have enhanced their skills in creative techniques and acquired a deep understanding of the fundamentals of advertising.

Achieve your professional objectives with the Relearning methodology pioneered by TECH. Enroll and you will stand out"

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

The **Postgraduate Diploma in Advertisement Creation and Advertising Communication** will enable students to:

01 Understand in depth what creativity is, how it has developed with the advance of new technologies and how it influences different professional areas

02 Examine the best conditions to stimulate creativity

03 Stimulate the generation of innovative ideas

04 Detail how the advertising creative thinking software works

05 Explain how creative thinking in advertising works and its strategic importance

06 Detailed analysis of the target audience and the use of insight in advertising

08 Addressing key concepts in brand building

09 Know the logical steps in brand building

07 Understand how the advertising message is structured

10 Detect the differences between the claim and the slogan

11 Explain what branded *content* is and its similarities with traditional advertising

12 Explore how digital technologies have revolutionized content creation and promotional strategies in the online environment

13 Obtain a complete view of how creativity adapts to each of the social media

14 Learn how to plan political campaigns

05
Structure and Content

The Postgraduate Certificate in Advertisement Creation and Advertising Communication is a program that is especially aimed at fundamental knowledge related to emotional and social intelligence, the concept of communication and the transgression of codes. This is why this program is oriented from a theoretical-practical structure integrated with the experience and background of a highly qualified team.

You will master creative content strategies in the creation of advertisements with this Postgraduate Diploma. Enroll now!"

Syllabus

This Postgraduate Diploma integrates 6 months of online learning, where TECH, through a top level education, will propel the graduates to the top of their professional careers, reaching the best positions in the advertising sector. In this way, they will face the different obstacles that the advertising industry has to face in the labor market. Accordingly, the qualification provides a variety of knowledge that specifically addresses the benefits of knowing the target and virtual and augmented reality.

The teaching staff has developed an important syllabus that integrates 3 modules, with the purpose that the student enhances their skills in detailing how the software of creative advertising thinking works.

Therefore, professionals specialized in this field are increasingly in demand in the advertising area, so they must be up to date on all the new resources in the creation of advertisements. That is why TECH launches this Postgraduate Diploma where it welcomes the latest trends for brand positioning and content attraction.

This academic program will take place on an innovative 100% online platform. From it, you will have the opportunity to study through disruptive methods such as the Relearning method, which facilitates the assimilation of content quickly and flexibly.

This Postgraduate Diploma takes place over 6 months and is divided into 3 modules:

Module 1	How to create ads
Module 2	How to create a brand
Module 3	Personal branding and political campaigns

Where, When and How is it Taught?

TECH offers the possibility of developing this Postgraduate Diploma in Advertisement Creation and Advertising Communication in a totally online way. Throughout the 6 months of the educational 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. How to create ads

1.1. How an advertising creative thinks
1.1.1. How he thinks in a natural way
1.1.2. How he thinks professionally
1.1.3. Conclusions

1.2. The strategic importance of the target
1.2.1. The essential motivation
1.2.2. Benefits of knowing the target
1.2.3. How to analyze target audience data
1.2.4. Insight in advertising

1.3. How to structure the message
1.3.1. Communication axis
1.3.2. Concept of Communication
1.3.3. Transmission scheme

1.4. Where to create in communication
1.4.1. The Name
1.4.2. Certificate
1.4.3. The spot
1.4.4. The radio spot
1.4.5. Outdoor Advertising
1.4.6. Others

1.5. Art Direction
1.5.1. How many elements
1.5.2. Size hierarchy
1.5.3. Copy?
1.5.4. Cost savings
1.5.5. The Brand's Style
1.5.6. Obviousness
1.5.7. If it does not contribute

1.6. Creative Techniques
1.6.1. The keys to advertising
1.6.2. Advertising genres and styles
1.6.3. Conclusions

1.7. How to create advertising
1.7.1. How to get free publicity
1.7.2. How to get a brand in the news
1.7.3. Conclusions

1.8. Digital creativity
1.8.1. Digital creativity
1.8.2. Digital advertising
1.8.3. Conclusions

1.9. How to create creative ads
1.9.1. A striking visual concept
1.9.2. A text that excites
1.9.3. Surprise
1.9.4. Types of Creativity
1.9.5. Test and optimize

1.10. The future of creative research
1.10.1. Artificial Intelligence
1.10.2. Virtual Reality and Augmented Reality
1.10.3. Online collaboration
1.10.4. Data-driven research

Module 2. How to create a brand

2.1. Psychological advertising models
2.1.1. Henry Joanis' model
2.1.2. Fishbein model
2.1.3. Rosser Reeves model
2.1.4. David Ogilvy model

2.2. Creative Currents in Advertising
2.2.1. USP
2.2.2. Brand image
2.2.3. Permanent values
2.2.4. Spectacle advertising
2.2.5. The transgression of codes
2.2.6. The attraction of content

2.3. What is the purpose of a brand?
2.3.1. Utilities
2.3.2. How a need is created
2.3.3. Differences between logo and brand
2.3.4. The origin of trademarks
2.3.5. Brand Wheel
2.3.6. Brand Positioning
2.3.7. When a brand is born
2.3.8. Brand, the difference
2.3.9. Creativity is the luxury

2.4. The logical ladder in brand building
2.4.1. The Name
2.4.2. Attributes
2.4.3. Benefits
2.4.4. Group
2.4.5. Spokesperson
2.4.6. Role Playing

2.5. The claim and the slogan
2.5.1. Differences between claim and slogan
2.5.2. The claim and the slogan as a sales argument
2.5.3. Claims or slogans to create content

2.6. Creative Strategy
2.6.1. The advertising strategy with a creative approach
2.6.2. How to be creative in the strategy
2.6.3. Creative strategies used in advertising and marketing
2.6.4. Differences between marketing strategy and advertising strategy

2.7. Creative content strategies
2.7.1. User-Generated Content
2.7.2. Influencer Marketing
2.7.3. Interactive Experiences
2.7.4. A striking visual concept
2.7.5. Emotional narrative
2.7.6. Use of new platforms and formats

2.8. Creativity in media planning
2.8.1. Media Planning
2.8.2. Creative media planning
2.8.3. Examples of surprising media planning

2.9. Types of advertising content
2.9.1. Sponsored content
2.9.2. Linking brands with macro contents
2.9.3. Creation of websites based on audiovisual content
2.9.4. Creating for social networks
2.9.5. Creating for cell phones
2.9.6. Create for video games
2.9.7. Creating interactive content
2.9.8. Create content directly for brands

2.10. Current context of brands
2.10.1. Advertising in the digital environment
2.10.2. Customer experience
2.10.3. Conclusions

Module 3. Personal branding and political campaigns

3.1. Personal Brand
3.1.1. Personal branding wheel
3.1.2. Creative Personal Brands
3.1.3. Examples

3.2. Personal brand development
3.2.1. Positioning
3.2.2. Storytelling
3.2.3. Social media
3.2.4. Advertising and self-promotion

3.3. Creative networking strategies
3.3.1. Events and conferences
3.3.2. Online groups and communities
3.3.3. Collaborations

3.4. Guide to a political campaign
3.4.1. Candidacy analysis
3.4.2. Context analysis
3.4.3. Objectives

3.5. Candidate training
3.5.1. Emotional Intelligence
3.5.2. Social intelligence
3.5.3. Attitude, aptitude, vision, mistakes

3.6. Strategy
3.6.1. Campaign fundamentals
3.6.2. Achieving objectives
3.6.3. Schedule
3.6.4. An accompanying person

3.7. Brand Identity
3.7.1. Claim
3.7.2. Graphic image
3.7.3. Digital window
3.7.4. Advertising

3.8. Human Resources
3.8.1. Vision
3.8.2. Roles
3.8.3. Examples

3.9. Project model
3.9.1. Thematic pillars
3.9.2. Essential motivation
3.9.3. Examples

3.10. Mobilization
3.10.1. Acts
3.10.2. The tide
3.10.3. Conclusions

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.

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.

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

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.

30%

10%

8%

3%

30%

15%

4%
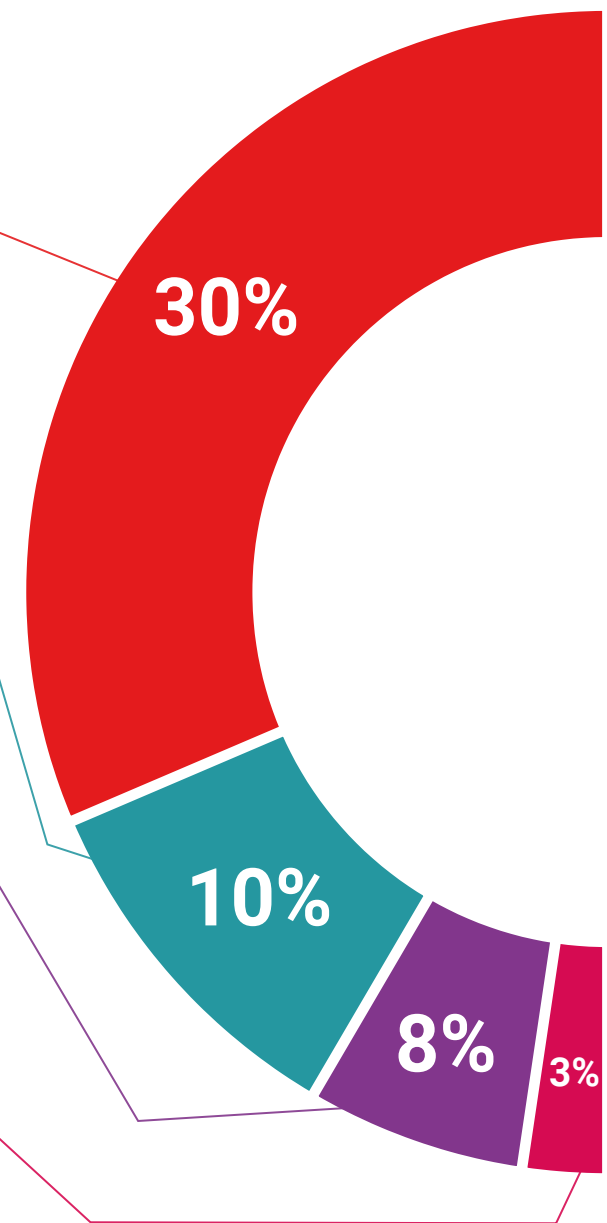
Case Studies

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.

Our Students' Profiles

The Postgraduate Diploma is aimed at University Graduates and Undergraduates who have previously completed any of the following degrees in the field of Social and Legal Sciences, Administrative and Economics.

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

The Postgraduate Diploma can also be taken by professionals who, being university graduates in any area, have two years of work experience in the field of Advertising.

"If you have experience in Advertisement Creation, and you are looking for an interesting improvement in your career while you continue working, this is the program for you"
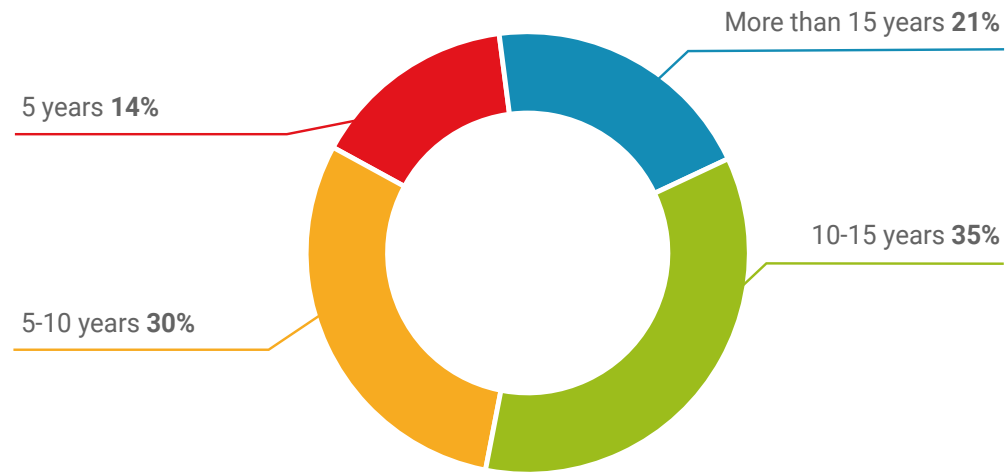
Average Age

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

Years of Experience

More than 15 years **21%**

10-15 years **35%**

5-10 years **30%**

5 years **14%**

Training

Marketing and Advertising **40%**

Journalism **25%**

Public Relations **20%**

Other **15%**

Academic Profile

Marketing and Advertising **40%**

Comunication **35%**

Entrepreneurs **15%**

Other **10%**
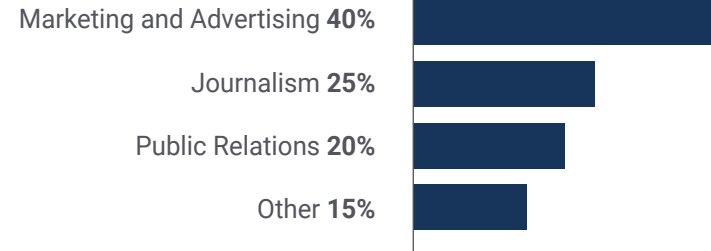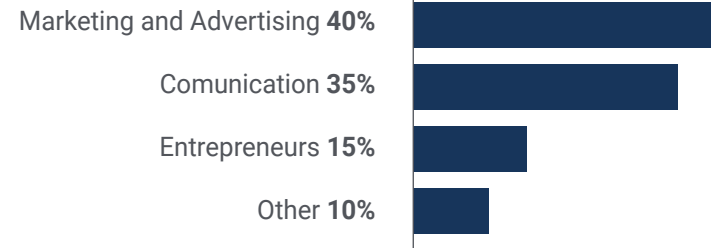
Geographical Distribution

U.S.A. **13%**

Spain **45%**

Mexico **30%**

Colombia **12%**
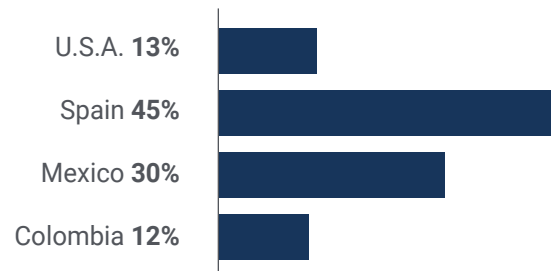
Mario García Ruiz

Marketing and Advertising Director

"I have been impressed with the quality of the contents of this Postgraduate Diploma. You can see the special care that the teachers have put into their elaboration, they are very useful in daily practice and help you to improve your creative abilities. Without any doubt, I think it has been a good investment for my career"

Course Management

The professors of this program are distinguished in the academic panorama for their outstanding careers. Their professional careers have been related to very diverse fields of work such as marketing, business communication and creative direction. Therefore, they have accumulated theoretical and practical experiences of excellence and they keep updated on the most innovative trends and techniques to keep abreast of the creative currents of advertising. This knowledge has been embodied in the syllabus of this Postgraduate Diploma, which is also complemented by multimedia resources, such as videos and infographics, of a very high depth.

The best TECH teachers have compiled the most advanced concepts and tools of creative networking strategies in this very complete program"

Management

Mr. Labarta Vélez, Fernando

- Creative Director at El Factor H
- Marketing Director at La Ibense
- Creative Director of Events at Beon Worldwide
- Branded Content Director at Atrium Digital and Mettre
- Creative Director at the South Communication Group, BSB and at FCA BMZ Cid
- Speaker at the Master's Degree in Business and Institutional Communication Management at the University of Seville
- Co-author of the book Cómo crear una marca. *Manual of use and management*

Professors

Mr. Tabares, Esteban

- Creative Director and Founder of Rocksteady Advertising
- Creative Director at Tangoº Agency
- Creative Director at Geometry Global
- Creative Director at Ogilvy Action
- Degree in Advertising and Public Relations
- Underground BA Creativity School
- Triple PostGraduate Certificate in Conceptualization, Copywriting and Art Direction

Impact on Your Career

This program has been developed with the purpose of providing the graduates with important knowledge that will help them face the necessary events in the advertising field. That is why TECH is deeply involved in the teaching of high quality and efficiency in each of its programs. Therefore, it guarantees students a specialized knowledge in the creation of websites based on audiovisual content.

Join TECH in this academic itinerary and you will be able to incorporate the latest developments in marketing and advertising strategy"

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

TECH's Postgraduate Diploma in Advertisement Creation and Advertising Communication is an intensive program that prepares you to face challenges and business decisions in the field of Advertising. The main objective is to promote your personal and professional growth. Helping you achieve success.

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

A program without predetermined schedules that will allow you to access, review or download its contents freely from any device connected to the Internet.

You will access the advertising strategy with a more avant-garde creative approach thanks to this very complete 100% online syllabus.

During the program	During the first year	After 2 years
10%	**60%**	**30%**

Type of change

Internal Promotion **50%**

Change of Company **45%**

Entrepreneurship **5%**
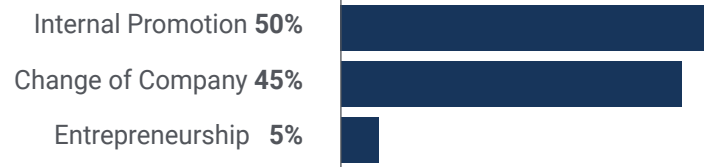
Salary increase

This program represents a salary increase of more than **25%** for our students.

Salary before	A salary increase of	Salary after
€48,000	**25%**	**€60,000**

10

Benefits for Your Company

This program contributes to elevating the organization's talent to its maximum potential through the instruction of high-level leaders.

In addition, participating in this university option is a unique opportunity to access a powerful network of contacts in which to find future professional partners, customers or suppliers.

"In the digital era, managers must integrate new processes and strategies that bring about significant changes and organizational development. This is only possible through university training and updating"

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

01

Growth of talent and intellectual capital

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 real project or develop new projects in the field of R & D or business development of your company.

06

Increased competitiveness

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

11
Certificate

The Postgraduate Diploma in Advertisement Creation and Advertising Communication guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Diploma issued by TECH Technological University.

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

This **Postgraduate Diploma in Advertisement Creation and Advertising Communication** contains the most complete and up-to-date program in the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Diploma**, issued by **TECH Technological University** via tracked delivery*.

The certificate issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Diploma, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Postgraduate Diploma in Advertisement Creation and Advertising Communication**
Official Nº of Hours: **450 h.**

tech technological
university

Awards the following
CERTIFICATE
to
Mr./Ms. _____, with identification number _____.
For having passed and accredited the following program

POSTGRADUATE DIPLOMA
in

Advertisement Creation and Advertising Communication

This is a qualification awarded by this University, equivalent to 450 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH is a Private Institution of Higher Education recognized by the Ministry of Public Education as of June 28, 2018.

June 17, 2020

Tere Guevara Navarro
Dean

Unique TECH Code: AFWORD23S   techtitute.com/certificates

*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.

tech *technological university*

Postgraduate Diploma
Advertisement Creation and Advertising Communication

- » Modality: **online**
- » Duration: **6 months**
- » Certificate: **TECH Technological University**
- » Dedication: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **online**

Postgraduate Diploma
Advertisement Creation and Advertising Communication

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