

# Postgraduate Diploma Advertising Communication





## Postgraduate Diploma Advertising Communication

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Global University
- » Credits: 18 ECTS
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtute.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-advertising-communication](http://www.techtute.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-advertising-communication)

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# 01. Welcome

Advertising is a great source of attraction for consumers, since, through the most persuasive communication strategies, it achieves the necessary level of interest that incites people to consume. This program offers the student a global vision of the fundamentals of the advertising system, the characteristics of the creative process and planning, as well as the social effects it entails. Therefore, the syllabus focuses on creativity in communication, offering the student an overview of creative thinking and its application to the field of communication. Through this academic course, the student will be able to understand and assimilate the process of creating an advertising campaign, paying special attention to persuasive communication, thereby developing the imagination and awakening an attitude to generate original ideas in any communicative sphere.



Postgraduate Diploma in Advertising Communication  
TECH Global University



“

*By taking this TECH program you will be able to become an expert in Advertising Communication, one of the most demanded creative profiles nowadays”*

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

This program is designed for students to strengthen their leadership skills in the field of Advertising Communication, developing new competencies and enhancing their skills for academic and professional growth in a highly competitive environment. In this way, advertising communication requires a profile that knows how to defend the interests of the brand whose communication it manages, knowing how to understand the public with which it interacts and the product or service it sells. As a result, after completing the program, the professional will be able to make the right decisions with a global approach, from an innovative perspective and an international vision.





*You will analyze the different levels and components that integrate the linguistic system, as well as the discursive products that are framed in the different textual typologies and you will elaborate successful copys"*

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

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

01.

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

04.

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

02.

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



03.

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

05.

Know how to describe the structure of advertising agencies.

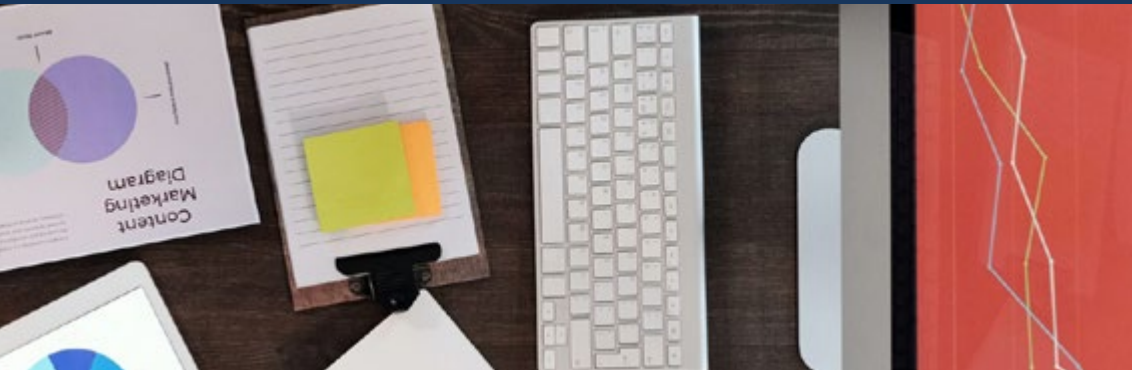


06.

Identify the processes and organizational structures of the advertising and public relations process.

08.

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



09.

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

07.

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.

10.

Encourage creativity and persuasion through different formats and communication media

11.

Recognize significant and appropriate tools for the study of advertising and public relations.

12.

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

13.

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





14.

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

15.

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

16.

Acquire the necessary knowledge to communicate adequately in all areas, channels and networks, using the appropriate languages for each communication style.

05.

# Structure and Content

The Postgraduate Diploma in Advertising Communication comprises a complete program structured in three modules, whose content has been elaborated by specialists of the sector, so that the student enters into all the concepts of the current advertising language, knowing in depth the functioning of the power of the different means of communication that it uses. In this way, the professionals will master the key aspects that structure communication, through quality content, so that their profile stands out in a competitive environment.





*Express your creativity! This program guides you to the creative frontier of persuasion through different formats and different media"*

## Syllabus

The Postgraduate Diploma in Advertising Communication of TECH Global University is an intensive program that prepares the student to master the structure of communication focused on the advertising field.

The content of the Postgraduate Diploma is designed to promote the development of managerial skills that allow the student to make decisions with greater rigor in uncertain environments, facing the business challenges that may arise in the communicative field that advertising uses to position a product, service or company.

Throughout 450 hours of preparation, the student will analyze a multitude of practical cases through individual work. It is, therefore, an authentic immersion in real business situations, which will position the professional's profile.

In this way, the Postgraduate Diploma focuses on the structure of communication focused on the creativity of the advertising language, betting on the use of the lexicon in order to sell an idea. A curriculum designed to specialize professionals in the business environment and orient them towards this sector from a strategic, international and innovative perspective.

Therefore, this program is designed for students, focused on their professional improvement, which prepares them to achieve excellence in the field of Advertising Communication, 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 Diploma takes place over 6 months and is divided into 3 modules:

<b>Module 1</b>	Advertising Theory
<b>Module 2</b>	Advertising Language
<b>Module 3</b>	Creativity in Communication



### Where, When and How is it Taught?

TECH offers the possibility of developing this Postgraduate Certificate in Advertising Communication completely online. Over the course of 6 months, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time.

*Delve into the study of cybersecurity and manage to prevent computer attacks in your company.*

**Module 1. Advertising Theory**

**1.1. Advertising Theory**

- 1.1.1. Introduction
- 1.1.2. Basic Notions on Advertising and Marketing
- 1.1.3. Advertising, Public Relations and Publicity
- 1.1.4. Dimensions and Social Scope of Contemporary Advertising
- 1.1.5. Successful Advertising: KFC

**1.2. History of Advertising**

- 1.2.1. Introduction
- 1.2.2. Origin
- 1.2.3. The Industrial Revolution and Advertising
- 1.2.4. The Development of the Advertising Industry
- 1.2.5. Advertising in the Internet World
- 1.2.6. Successful Advertising: Coca- Cola Case Study

**1.3. Advertising and its Protagonists I: The Advertiser**

- 1.3.1. Introduction
- 1.3.2. How the Advertising Industry Works
- 1.3.3. Types of Advertisers
- 1.3.4. Advertising in the Company's Organization Chart
- 1.3.5. Successful Advertising: Facebook Case Study

**1.4. Advertising and its Protagonists II: Advertising Agencies**

- 1.4.1. Introduction
- 1.4.2. The Advertising Agency: Advertising Communication Professionals
- 1.4.3. The Organizational Structure of Advertising Agencies
- 1.4.4. Types of Advertising Agencies
- 1.4.5. Fee Management in Advertising Agencies
- 1.4.6. Successful Advertising: Nike

**1.5. Advertising and its Protagonists III: The Advertising Receiver**

- 1.5.1. Introduction
- 1.5.2. The Advertising Recipient and its Context
- 1.5.3. The Advertising Recipient as a Consumer
- 1.5.4. Needs and Desires in Advertising
- 1.5.5. Advertising and Memory: on Advertising Effectiveness
- 1.5.6. Successful Advertising: Ikea Case Study

**1.6. The Advertising Creation Process I: From Advertiser to Media**

- 1.6.1. Introduction
- 1.6.2. Preliminary Aspects of the Advertising Creation Process
- 1.6.3. The Advertising Brief or Communication Brief
- 1.6.4. Creative Strategy
- 1.6.5. Media Strategy

**1.7. The Process of Advertising Creation II: Creativity and Advertising**

- 1.7.1. Introduction
- 1.7.2. Fundamentals of Advertising Creative Work
- 1.7.3. Advertising Creativity and its Communicative Statute
- 1.7.4. Creative Work in Advertising
- 1.7.5. Successful Advertising: Real Madrid Case Study

**1.8. The Process of Advertising Creation III: Ideation and Development of the Advertising Manifesto**

- 1.8.1. Introduction
- 1.8.2. Creative Conception and Strategy
- 1.8.3. The Creative Conception Process
- 1.8.4. The Ten Basic Ways of Creativity According to Lluís Bassat: Advertising Genres
- 1.8.5. Advertising Formats

- 1.8.6. Successful Advertising: McDonald's

**1.9. Advertising Media Planning**

- 1.9.1. Introduction
- 1.9.2. Media and Planning
- 1.9.3. Advertising Media and their Classification
- 1.9.4. Media Planning Tools
- 1.9.5. Successful Advertising: Pepsi

**1.10. Advertising, Society and Culture**

- 1.10.1. Introduction
- 1.10.2. The Relationship between Advertising and Society
- 1.10.3. Advertising and Emotions
- 1.10.4. Advertising, Subjects and Things
- 1.10.5. Successful Advertising: Burger King



**Module 2. Advertising Language**
**2.1. Thinking and Writing: Definition**

- 2.1.1. Definition of Copywriting
- 2.1.2. Historical Background of Advertising Copywriting and Phases of Professionalization

**2.2. Copywriting and Creativity**

- 2.2.1. Conditions of the Copywriting Process
- 2.2.2. Linguistic Competence
- 2.2.3. Functions of the Copywriter
- 2.2.4. Definition of the Functions of the Copywriter

**2.3. The Principle of Coherence and Campaign Conceptualization**

Concept

- 2.3.1. The Principle of Campaign Unity
- 2.3.2. The Creative Team
- 2.3.3. The Conceptualization Process: Hidden Creativity
- 2.3.4. What is a Concept?
- 2.3.5. Applications of the Conceptualization Process
- 2.3.6. The Advertising Concept
- 2.3.7. Utility and Advantages of the Advertising

**2.4. Advertising and Rhetoric**

- 2.4.1. Copywriting and Rhetoric
- 2.4.2. Placing Rhetoric
- 2.4.3. The Phases of Rhetoric

**2.5. Fundamentals and Characteristics of Copywriting**

- 2.5.1. Correction
- 2.5.2. Adaptation
- 2.5.3. Efficiency
- 2.5.4. Characteristics of Copywriting
- 2.5.5. Morphological: Nominalization
- 2.5.6. Syntactics: Deconstructing
- 2.5.7. Graphics: Emphatic Punctuation

**2.6. Argumentation Strategies**

- 2.6.1. Description
- 2.6.2. The Enthymeme
- 2.6.3. Narration
- 2.6.4. Intertextuality

**2.7. Styles and Slogans in Copywriting**

- 2.7.1. The Length of the Sentence
- 2.7.2. The Styles
- 2.7.3. The Slogan
- 2.7.4. A Phrase of Wartime Origin
- 2.7.5. The Characteristics of the Slogan
- 2.7.6. The Elocution of the Slogan
- 2.7.7. The Forms of the Slogan
- 2.7.8. The Functions of the Slogan

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

- 2.8.1. Rigor, Clarity, Accuracy
- 2.8.2. Synthesis and Simplicity
- 2.8.3. Advertising Text Constraints
- 2.8.4. Application of the Reason *Why* + *USP* Pairing

**2.9. Copywriting in Conventional and Non-Conventional Media**

- 2.9.1. The Division *Above-the-line/Below-the-line*
- 2.9.2. Integration: Overcoming the ATL- BTL Controversy
- 2.9.3. Television Copywriting
- 2.9.4. Radio Copywriting
- 2.9.5. Press Copywriting
- 2.9.6. Copywriting for Outdoor Media
- 2.9.7. Copywriting in Non-Conventional Media
- 2.9.8. Direct Marketing Copywriting
- 2.9.9. Interactive Media Copywriting

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

- 2.10.1. Classical Models of Advertising Analysis
- 2.10.2. Impact and Relevance
- 2.10.3. The *Checklist* of the Writer
- 2.10.4. Translation and Adaptation of Advertising Texts
- 2.10.5. New Technologies, New Languages
- 2.10.6. Writing in Web 2.0
- 2.10.7. *Naming*, Guerrilla Advertising and Other Copywriting Cases

**Module 3. Creativity in Communication**

**3.1. To Create is to Think**

- 3.1.1. The Art of Thinking
- 3.1.2. Creative Thinking and Creativity
- 3.1.3. Thought and Brain
- 3.1.4. The Lines of Research on Creativity: Systematization

**3.2. Nature of the Creative Process**

- 3.2.1. Nature of Creativity
- 3.2.2. The Notion of Creativity: Creation and Creativity
- 3.2.3. The Creation of Ideas for Persuasive Communication
- 3.2.4. Nature of the Creative Process in Advertising

**3.3. The Invention**

- 3.3.1. Evolution and Historical Analysis of the Creation Process
- 3.3.2. Nature of the Classical Canon of the Invention
- 3.3.3. The Classical View of Inspiration in the Origin of Ideas
- 3.3.4. Invention, Inspiration, Persuasion

**3.4. Rhetoric and Persuasive Communication**

- 3.4.1. Rhetoric and Advertising
- 3.4.2. The Rhetorical Parts of Persuasive Communication
- 3.4.3. Rhetorical Figures
- 3.4.4. Rhetorical Laws and Functions of Advertising Language

**3.5. Creative Behavior and Personality**

- 3.5.1. Creativity as a Personal Characteristic, as a Product and as a Process
- 3.5.2. Creative Behavior and Motivation
- 3.5.3. Perception and Creative Thinking
- 3.5.4. Elements of Creativity

**3.6. Creative Skills and Abilities**

- 3.6.1. Thinking Systems and Models of Creative Intelligence
- 3.6.2. Three-Dimensional Model of the Structure of the Intellect According to Guilford
- 3.6.3. Interaction Between Factors and Intellectual Capabilities
- 3.6.4. Creative Skills
- 3.6.5. Creative Capabilities

**3.7. The Phases of the Creative Process**

- 3.7.1. Creativity as a Process
- 3.7.2. The Phases of the Creative Process
- 3.7.3. The Phases of the Creative Process in Advertising

**3.8. Troubleshooting**

- 3.8.1. Creativity and Problem Solving
- 3.8.2. Perceptual Blocks and Emotional Blocks
- 3.8.3. Methodology of Invention: Creative Programs and Methods

**3.9. The Methods of Creative Thinking**

- 3.9.1. The *Brainstorming* as a Model for the Creation of Ideas
- 3.9.2. Vertical Thinking and Lateral Thinking
- 3.9.3. Methodology of Invention: Creative Programs and Methods

**3.10. Creativity and Advertising Communication**

- 3.10.1. The Creative Process as a Specific Product of Advertising Communication
- 3.10.2. Nature of the Creative Process in Advertising: Creativity and the Creative Advertising Process
- 3.10.3. Methodological Principles and Effects of Advertising Creation
- 3.10.4. Advertising Creation: From Problem to Solution
- 3.10.5. Creativity and Persuasive Communication



# 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.





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 Postgraduate Diploma is aimed at professionals in journalism, communication and business who want to stand out in the Advertising Communication sector. In such a way that they can learn the most appropriate concepts and strategies to create those persuasive campaigns that attract a larger audience. This program uses a multidisciplinary approach as the students have a diverse set of academic profiles and represent multiple nationalities.





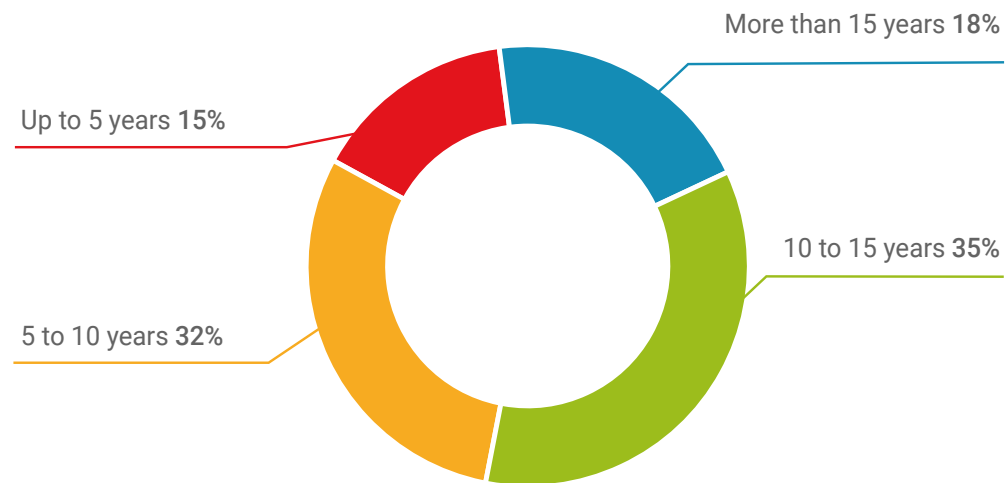
“

*Reorient your career towards Advertising Communication and a wide range of career options will open up to you"*

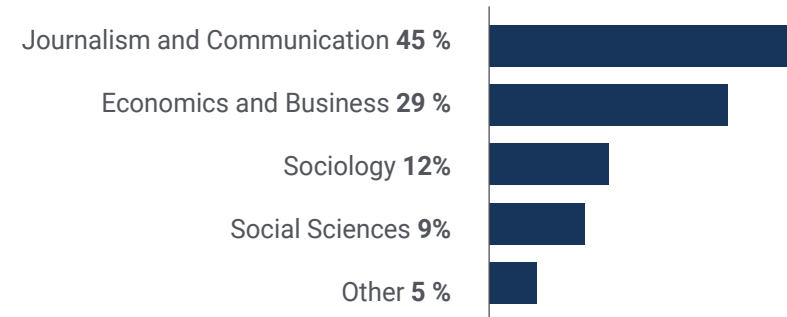
### Average Age

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

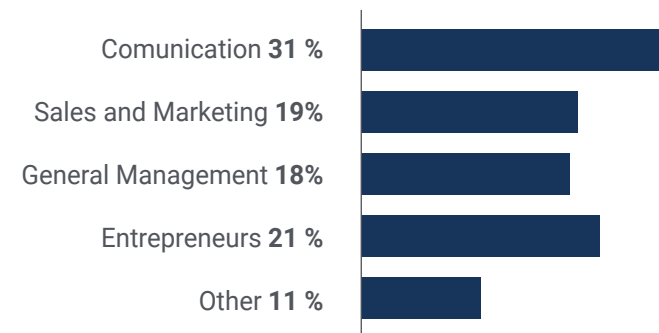
### Years of Experience



### Training

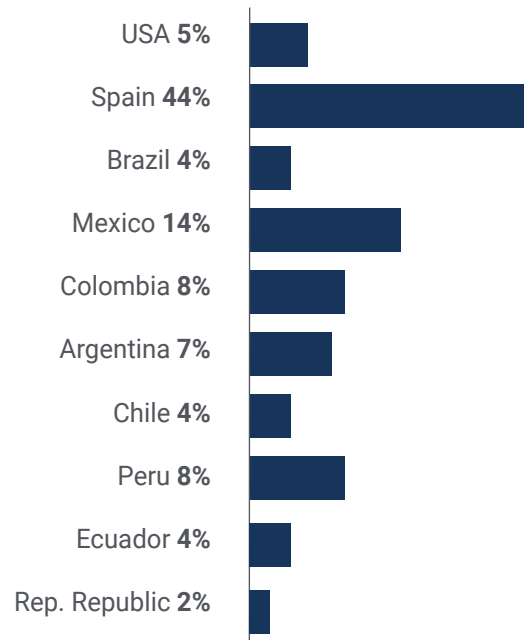


### Academic Profile



## Geographical Distribution

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## Julio Ponce

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Freelance Copywriter

*"I have recently turned my career focus to copywriting and needed to deepen my knowledge of truly persuasive advertising techniques to make my freelance work stand out in an industry where there is increasing competition. This Postgraduate Diploma has more than met my expectations, I am very happy with the result"*

08.

# Impact on Your Career

TECH University is aware 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.







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*Get trained with TECH and you will  
increase your chances of job success”*

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

The Postgraduate Diploma in Advertising Communication of TECH is an intensive program that prepares students to face challenges and business decisions in the advertising communication environment, training them in a global sector with its own language. Therefore, its main objective is to promote the student's personal and professional growth in order to achieve success in this field of work.

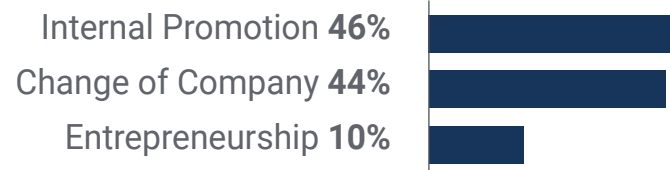
*The sooner you start this program, the sooner you will reach your professional goal.*

*If you want to make a positive change in your profession, this Postgraduate Diploma in Advertising Communication is what you were looking for.*

### When the change occurs



### Type of change



## Salary increase

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



09.

# Benefits for Your Company

The Postgraduate Diploma in Advertising Communication helps raise the organization's talent to its maximum potential by promoting high-level leaders.

Participating in this Postgraduate Diploma is a unique opportunity to access a powerful network of contacts where you can find future professional partners, clients, or suppliers.





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*Take your creativity to the extreme and live from your ideas. Specialize in Advertising Communication with TECH and achieve the career advancement you deserve"*

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.

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**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.

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**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.

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06.

### **Increased competitiveness**

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

# 10. Certificate

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





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*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 Diploma in Advertising 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 Diploma in Advertising Communication**

Modality: **online**

Duration: **6 months**

Accreditation: **18 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 Diploma Advertising Communication

- » Modality: online
- » Duration: 6 months
- » Certificate: TECH Global University
- » Credits: 18 ECTS
- » Schedule: at your own pace
- » Exams: online

# Postgraduate Diploma Advertising Communication

