

# Postgraduate Diploma Advertising Media Planning





## Postgraduate Diploma Advertising Media Planning

Language: English

Course Modality: Online

Duration: 6 months.

Certificate: TECH Technological University

Official N° of hours: 450 h.

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# 01 Welcome

Today, the number of forms media in which to advertise has increased dramatically. This is why advertising media planning has become very sophisticated, taking into account not only the most traditional channels but also the most innovative ones such as social networks or different web platforms. This has opened up a business niche that demands professionals versed in the most organized and up-to-date programming of the different advertising channels. For this reason, TECH has developed this qualification, with which professionals in the advertising field can specialize, distinguish themselves from their competitors and access better jobs in an industry that requires this knowledge.



Postgraduate Diploma in Advertising Media Planning.  
TECH Technological University



“

*Learn all about Advertising Media Planning with TECH and you will highlight your profile in any advertising or creative agency, assuming a position of responsibility that organizes the day-to-day running of the team"*

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 Technological 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:



### Learn with the best

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

Teachers representing 20 different nationalities.



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



### Analysis

---

TECH explores the student's critical side, their ability to question things, their problem-solving skills, as well as their interpersonal skills.



### Academic Excellence

---

TECH offers students the best online learning methodology. The university combines the Relearning method (a postgraduate learning methodology with the highest international rating) with the Case Study. A complex balance between tradition and state-of-the-art, within the context of the most demanding academic itinerary.



### Economy of Scale

---

TECH is the world's largest online university. It currently boasts a portfolio of more than 10,000 university postgraduate programs. And in today's new economy, **volume + technology = a groundbreaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.

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 Technological University community.

*We give you the opportunity to train with a team of world renowned teachers.*

04

# Objectives

The objective of this program is to strengthen the student's leadership and planning skills in the field of advertising media. This is achieved by instructing the student in different competencies such as corporate identity and social networks as a new market niche.



“

*Your advertising media planning will be exquisite after completing this TECH qualification. Do not miss the opportunity to improve professionally and enroll today in this Postgraduate Diploma"*

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

This Postgraduate Diploma in Advertising Media Planning will enable students to:

01.

Know the fundamentals of advertising and the agents involved in the advertising creation process

02.

Recognize and identify the professional profiles of advertising professionals, as well as the main functions and requirements that must be fulfilled for their professional development

03.

Manage institutional communication in all circumstances, even in crisis episodes in which the message is aligned with the interests of the different stakeholders







04.

Manage the communication of any event related to corporate communication

05.

Create the corporate image of any entity from any of its attributes

06.

Be able to understand the importance of the Internet in the search and management of information in the field of advertising and public relations, in its application to specific cases

07.

Have the ability to analyze, process, interpret, elaborate and structure digital communication

08.

Enable the student to analyze and optimize the use of new communication channels and strategies of digital media by the advertising and public relations professional

09.

Understand the importance of social networks and *e-mobile* as a support and commercial revolution and use these tools to achieve advertising and public relations objectives





10.

Know how to apply the analysis variables of advertising media planning

11.

Carry out a media plan for an advertising agency or a media center

12.

Know how to manage the purchase of media and advertising media

05

# Structure and Content

The Postgraduate Diploma in Advertising Media Planning comprises a complete program structured in three modules, whose content has been elaborated by experts of the sector so that the student enters into all the concepts of the current advertising language, knowing in depth the operation of each of the steps involved to achieve a planning of the different media in which it is inscribed. In this way, the professionals will master the key aspects of the different advertising media, through quality content to make their profile stand out in a competitive environment.



“

*If you have an organizational profile and leadership skills you are halfway there. Complete the journey to the finish line with this quality, results-focused curriculum”*

## Syllabus

The Postgraduate Diploma in Advertising Media Planning of TECH Technological University is an intensive program that prepares the student to master advertising media planning.

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 advertising field to position a product, service or company through different media.

Throughout 450 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 Diploma

focuses on the knowledge of corporate identity and the use of social networks to know how to focus on promotion, positioning or sales through the media that are booming. 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, preparing them to achieve excellence in a field focused on results, 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:

### Module 1

Advertising Media Planning

### Module 2

Corporate Identity

### Module 3

Integrated Marketing Communication



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

TECH offers the possibility of taking this program completely online. Throughout the 6 months of program, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time.

*In this Postgraduate Diploma you will learn the importance of having a social media plan aligned with the company's strategic plan.*

**Module 1. Advertising Media Planning**

**1.1. Once Upon a Time: The Strategy**

- 1.1.1. History of the Strategy
- 1.1.2. Application of the Strategy to other Social Disciplines
- 1.1.3. Scientific Recognition of the Strategy

**1.2. Strategic Thinking**

- 1.2.1. Strategic Dimension
- 1.2.2. What is a Strategic Plan?
- 1.2.3. Structure

**1.3. Strategic Communication vs. Types of Strategies**

- 1.3.1. Features of Strategic Communication
- 1.3.2. Communication Strategies
- 1.3.3. Types of Strategies

**1.4. Execution of the Advertising Planning Process**

- 1.4.1. History of Advertising Planning
- 1.4.2. What Does a Planner Do?
- 1.4.3. The Planner in the Agency's Work Process
- 1.4.4. Account Management and Planning

**1.5. General Work Development Model**

- 1.5.1. Advertiser's Order
- 1.5.2. Strategic Process
- 1.5.3. Strategic Consulting

**1.6. Conventional Media**

- 1.6.1. Transition to Social Environments
- 1.6.2. Hybrid Media
- 1.6.3. Internet
- 1.6.4. Orbyt Case

**1.7. Digital Media Planning**

- 1.7.1. Time of Purchase Decision
- 1.7.2. Web Positioning
- 1.7.3. Formats
- 1.7.4. Brand Strategies
- 1.7.5. Measurement
- 1.7.6. e-Commerce and Social Commerce

**1.8. Strategic Plan in 7 steps**

- 1.8.1. Brand Analysis
- 1.8.2. Identify the Target
- 1.8.3. Defining Objectives
- 1.8.4. Identify the Brand's Differential Value Proposition
- 1.8.5. Choosing Communication Channels
- 1.8.6. Create the Campaign Calendar
- 1.8.7. Analysis and Measurement of Results

**1.9. Future of Planning**

- 1.9.1. Past
- 1.9.2. Present
- 1.9.3. Future

**1.10. Audience**

- 1.10.1. Hourly TV Ratings
- 1.10.2. Prime Time in TV
- 1.10.3. Gpr's

**Module 2. Corporate Identity**

**2.1. The Importance of Image in Businesses**

- 2.1.1. What is Corporate Image?
- 2.1.2. Differences between Corporate Identity and Corporate Image
- 2.1.3. Where can the Corporate Image be Manifested?
- 2.1.4. Corporate Image Change Situations. Why Achieve a Good Corporate Image?

**2.2. Research Techniques in Corporate Image**

- 2.2.1. Introduction
- 2.2.2. The study of the Company's Image
- 2.2.3. Corporate Image Research Techniques
- 2.2.4. Qualitative Image Study Techniques
- 2.2.5. Types of Quantitative Techniques

**2.3. Image Audit and Strategy**

- 2.3.1. What is Image Audit?
- 2.3.2. Guidelines
- 2.3.3. Audit Methodology
- 2.3.4. Strategic Planning

**2.4. Corporate Culture**

- 2.4.1. What is Corporate Culture?
- 2.4.2. Factors Involved in Corporate Culture
- 2.4.3. Functions of Corporate Culture
- 2.4.4. Types of Corporate Culture

**2.5. Corporate Social Responsibility and Corporate Reputation**

- 2.5.1. CSR: Concept and Application of the Company
- 2.5.2. Guidelines for Integrating CSR into Businesses
- 2.5.3. CSR Communication
- 2.5.4. Corporate Reputation

**2.6. Corporate Visual Identity and Naming**

- 2.6.1. Corporate Visual Identity Strategies
- 2.6.2. Basic Elements
- 2.6.3. Basic Principles
- 2.6.4. Preparation of the Manual
- 2.6.5. The *Naming*

**2.7. Brand Image and Positioning**

- 2.7.1. The Origins of Trademarks
- 2.7.2. What is a Brand?
- 2.7.3. The Need to Build a Brand
- 2.7.4. Brand Image and Positioning
- 2.7.5. The Value of Brands

**2.8. Image Management through Crisis Communication**

- 2.8.1. Strategic Communication Plan
- 2.8.2. When it All Goes Wrong: Crisis Communication
- 2.8.3. Cases



**2.9. The Influence of Promotions on Corporate Image**

- 2.9.1. The New Advertising Industry Landscape
- 2.9.2. The Marketing Promotion
- 2.9.3. Features
- 2.9.4. Dangers
- 2.9.5. Promotional Types and Techniques

**2.10. Distribution and Image of the Point of Sale**

- 2.10.1. The Main Players in Commercial Distribution
- 2.10.2. The Image of Retail Distribution Companies through Positioning
- 2.10.3. Through its Name and Logo

**Module 3. Integrated Marketing Communication**

**3.1. Below the Line Advertising**

Trends

**3.2. Direct and Interactive Marketing**

**3.6. Digital Communication Strategy**

**3.3. Point-of-Sale Marketing Techniques**

**3.7. Metrics of Digital Communication**

**3.4. Importance of Public Relations**

**3.5. Branded Entertainment Marketing**

**3.8. Importance of Social Networks**

**3.9. Effective Segmentation and Social Media Tools**

**3.10. Advantages of Mobile Marketing**

# 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”*

*Our program prepares you to face new challenges in uncertain environments and achieve success in your career.*

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They must integrate all their knowledge, research, argue and defend their ideas and decisions.

## Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

*Our online system will allow you to organize your time and learning pace, adapting it to your schedule. You will be able to access the contents from any device with an internet connection.*

At TECH you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our online business school is the only one in the world licensed to incorporate this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.



In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically.

With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

*Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success.*

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.



This program offers the best educational material, prepared with professionals in mind:



### Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.



### Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.



### Management Skills Exercises

They will carry out activities to develop specific executive competencies in each thematic area. Practices and dynamics to acquire and develop the skills and abilities that a high-level manager needs to develop in the context of the globalization we live in.



### Additional Reading

Recent articles, consensus documents and international guidelines, among others. In TECH's virtual library, students will have access to everything they need to complete their course.







### Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best senior management specialists in the world.



### Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".



### Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.



07

# Our Students' Profiles

The Postgraduate Diploma in Advertising Media Planning brings together professionals and enthusiasts from various business fields who are looking for a significant job improvement in their advertising campaigns. It is therefore an excellent opportunity for students to make contact with people who share their interests and ambitions, and may even undertake business projects together.





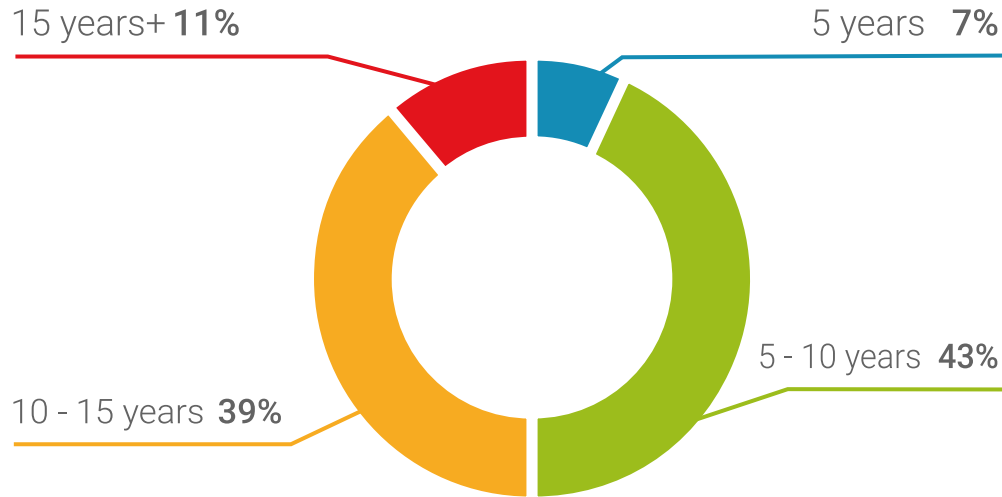
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*Reorient your career path  
towards advertising media  
planning and you will become a  
successful community manager”*

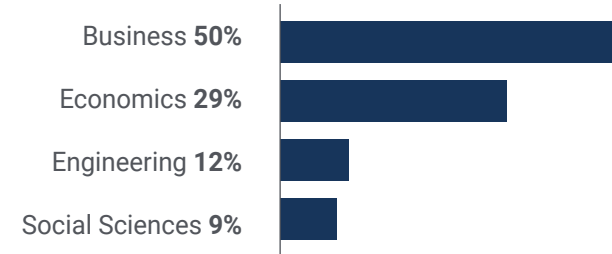
### Average Age

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

### Years of Experience



### Training

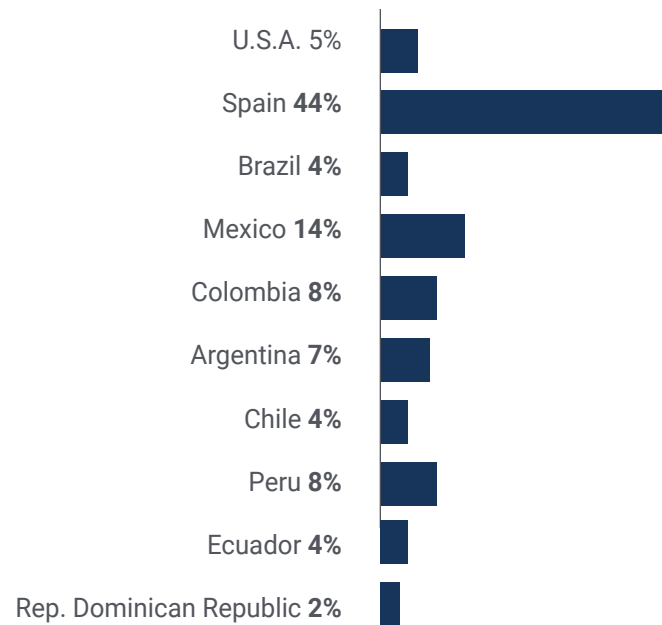


### Academic Profile



## Geographical Distribution

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## Guillermo Zárate

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Community Manager Junior

*"Thanks to this TECH program I have learned the different tools that exist to manage the community of users of different brands at the same time, achieving an optimal planning of the content of each one of them"*

08

# Impact on Your Career

TECH 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.



“

*Get over yourself. Achieve the career change you've been looking for with this qualification from TECH Technological University"*

*Position your company in social networks through the planning of quality content thanks to this Postgraduate Diploma in Advertising Media Planning from TECH.*

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

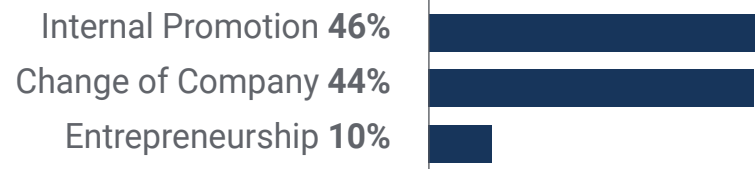
The Postgraduate Diploma in Advertising Media Planning of TECH Technological University is an intensive program that prepares students to face challenges and business decisions in the advertising media environment, specializing them in a global sector with its own language. Therefore, its main objective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

*Professional change starts with you. Open yourself to a world of job possibilities with this TECH qualification on your résumé.*

### When the change occurs



### Type of change





### Salary increase

---

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



09

# Benefits for Your Company

The Postgraduate Diploma in Advertising Media Planning also benefits the participating companies, as it is an excellent starting point to carry out advertising campaigns of greater impact and range. This ends up attracting more people to the business, which inevitably has an impact on the economic results.





“

*Bring new ideas to your creative business, demonstrate your advertising media planning skills with this Postgraduate Diploma from TECH Technological University"*

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 executive 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, in turn helping the organization overcome obstacles

---

**04.**

### **Increased international expansion possibilities**

Thanks to this program, the company will come into contact with the main markets of the world economy



05.

### **Project Development**

You will be able to work on a current project or develop new projects in the field of R&D or Business Development within the 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 Media Planning Advertising 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 Advertising Media Planning** contains the most complete and up-to-date program on 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 Advertising Media Planning**

Official N° of Hours: **450 h.**



\*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.





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