Postgraduate Diploma
Audiovisual Advertising

tech technological university

Postgraduate Diploma
Audiovisual Advertising

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

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

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01
Welcome

In the 21st century, society has been involved in the undeniable growth of audiovisual productions, while witnessing technological advances. This has made people aware of what an image or sound can project. In this way, audiovisual advertising has opened up an important space in this new world, guaranteeing direct access to mass communication between individuals and social groups. With the development of this program, the student will learn to analyze advertising texts, as well as to develop audiovisual pieces that meet the objectives of your company, becoming a highly successful publicist who will be in demand by major companies in the sector.

Postgraduate Diploma in Audiovisual Advertising.
TECH Technological University

A unique opportunity to specialize in audiovisual advertising at the world largest online university"

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:

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 ground-breaking price**. This way, TECH ensures that studying is not as expensive for students as it would be at another university.

Learn with the best

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

Teachers representing 20 different nationalities.

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

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 Postgraduate Diploma in Audiovisual Advertising meets all the requirements to guarantee the academic excellence of its students, fulfilling the profile that companies demand in this type of positions. In this way, the students will be able to understand the basic concepts and theoretical models of human communication, its elements and characteristics, as well as the role it plays in the psychological processes of advertising and public relations.

Master the basic guidelines governing audiovisual communication that are fundamental in advertising and public relations"

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

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

01 Relate advertising and public relations in a coherent manner with other social and human sciences

04 Apply the scientific methodology of communication theories

02 Be able to understand the basic concepts and theoretical models of human communication, its elements and characteristics, as well as the role it plays in the psychological processes of advertising and public relations

03 Identify and analyze the psychosocial, cognitive and emotional processes of advertising and public relations communication

05 Analyze the basic psychological processes of communication and the receiver of advertising

06 To master the basic guidelines governing audiovisual communication that serve as a basis for the practice of advertising and public relations

07 Describe the general evolution of the media through its historical development

08 Understand the nature and communicative potential of images and graphic design

09 Know how to plan advertising campaigns strategically

12 Prepare advertising pieces in due time and form according to the specifications of the different advertising and public relations genres
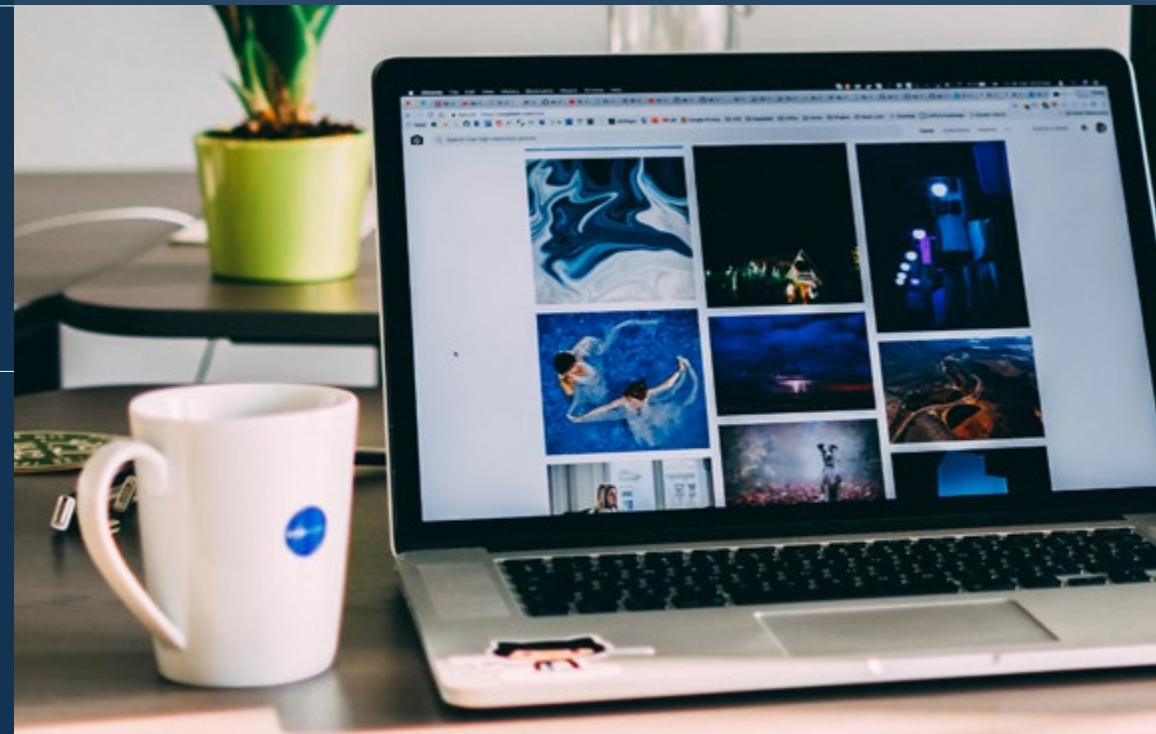
10 Know the creative advertising process

11 Know how to analyze advertising texts from a critical perspective and identify the different elements of the messages

13 Perform the professional role of copywriter within an advertising agency or an advertising department of a company or institution

14 Carry out the professional role of art director within an advertising agency or an advertising department of a company or institution

15 Participate in the creation of audiovisual advertising

16 Master the basic guidelines governing audiovisual advertising for the development of audiovisual advertising products

05
Structure and Content

TECH is committed to providing an education that meets the labor needs of students and helps them to fulfill a professional profile according to the demands of the environment. For this reason, this Postgraduate Diploma in Audiovisual Advertising program has been created, focused on preparing students to identify and analyze the psychosocial, cognitive and emotional processes of advertising and public relations communication. The qualification can be taken in 6 months, in a unique and stimulating way, following practical examples and the guidance of a specialist faculty in this area.

"

Analyze advertising texts from a critical perspective and learn to identify the different elements of the messages"

Syllabus

With this program of the Postgrduate Diploma in Audiovisual Advertising, the student is expected to apply the scientific methodology of communication theories and know how to analyze the basic psychological processes of communication and the receiver of advertising. Throughout each lesson, the basics for the mastery of the basic elements of audiovisual communication will be reviewed. This is due to the decisive role of the image in the 21st century, which makes it necessary to analyze the interrelation between verbal and iconic elements in the communicative message.

Thanks to this qualification, the student will acquire the necessary skills to be able to distinguish and appreciate the procedures used for the construction of film, television, videographic and multimedia materials. Additionally, we will work on audiovisual advertising production and review the 4 agents directly involved in the contracting, execution and distribution phases of the work: the advertiser, the agency, the audiovisual production company and the broadcasting and distribution media.

Throughout 450 hours of study, the student will analyze a multitude of practical cases through individual work. Therefore, they will be able to understand the production and post-production processes for the elaboration of advertising pieces that comply with the standards of this industry.

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

Module 1	Introduction to the Psychology of Communication
Module 2	Audiovisual Narrative
Module 3	Audiovisual Advertising

Where, When and How is it Taught?

TECH offers you the possibility to study this Postgraduate Diploma in Audiovisual Advertising completely online. During the 6 weeks of this program, students will be able to access all the contents of this program at any time, allowing them to self-manage their study time.

A unique, key, and decisive educational experience to boost your professional development and make the definitive leap.

Module 1. Introduction to the Psychology of Communication

1.1. History of Psychology
1.1.1. Introduction
1.1.2. We Begin with the Study of Psychology
1.1.3. Science in Evolution. Historical and Paradigmatic Changes
1.1.4. Paradigms and Stages in Psychology
1.1.5. Cognitive Science

1.2. Social Psychology
1.2.1. Introduction
1.2.2. Beginning with the Study of Social Psychology: The Influence of Social Psychology
1.2.3. Empathy, Altruism and Helping Behavior

1.3. Social Cognition
1.3.1. Introduction
1.3.2. Thinking and Knowing, Vital Necessities
1.3.3. Social Cognition
1.3.4. Organizing Information
1.3.5. Prototypical or Categorical Thinking
1.3.6. The Mistakes We Make in Thinking: Inferential Biases
1.3.7. Automatic Information Processing

1.4. Personality Psychology
1.4.1. Introduction
1.4.2. What is the Self? Identity and Personality
1.4.3. Self-awareness
1.4.4. Self-esteem
1.4.5. Self-knowledge
1.4.6. Interpersonal Variables in Personality Shaping
1.4.7. Macro-social Variables in the Configuration of Personality
1.4.8. A New Perspective in the Study of Personality. Narrative Personality

1.5. Emotions
1.5.1. Introduction
1.5.2. What do we Talk about When we Get Excited?
1.5.3. The Nature of Emotions
    1.5.3.1. Emotion as Preparation for Action
1.5.4. Emotions and Personality
1.5.5. From another Perspective. Social Emotions

1.6. Psychology of Communication. Persuasion and Attitude Change
1.6.1. Introduction
1.6.2. Attitudes
1.6.3. Historical Models in the Study of Persuasive Communication
1.6.4. The Probability of Elaboration Model
1.6.5. Communication Processes through the Media
    1.6.5.1. A Historical Perspective

1.7. The Sender
1.7.1. Introduction
1.7.2. The Source of Persuasive Communication
1.7.3. Source Characteristics. Credibility
1.7.4. Source Characteristics. The Appeal
1.7.5. Emitter Characteristics. The Power
1.7.6. Processes in Persuasive Communication. Mechanisms Based on Primary Cognition
1.7.7. New Processes in Communication. Mechanisms Based on Secondary Cognition

1.8. The Message
1.8.1. Introduction
1.8.2. We Begin by Studying the Composition of the Message
1.8.3. Types of Messages: Rational vs. Emotional Messages
1.8.4. Emotional Messaging and Communication: Fear Inducing Messages

1.9. The Receiver
1.9.1. Introduction
1.9.2. The Role of the Recipient according to the Elaboration Probability Model
1.9.3. Recipient Needs and Motives: Their Impact on Attitude Change
1.9.4. Need for Esteem and Communication

1.10. New Approaches to the Study of Communication
1.10.1. Introduction
1.10.2. Non-conscious Processing of Information. Automatic Processes
1.10.3. Measuring Automatic Processes in Communication
1.10.4. First Steps in the New Paradigms
1.10.5. Theories of Dual Processing Systems
    1.10.5.1. Main Limitations of Dual Systems Theories

Module 2. Audiovisual Narrative

2.1. Audiovisual Narrative
2.1.1. Introduction
2.1.2. Fundamental Concepts of Audiovisual Narrative
2.1.3. A Methodological Approach
2.1.4. Particularities of Audiovisual Discourse
2.1.5. Audiovisual Language
2.1.6. The Image
2.1.7. The Sound

2.2. The Discourse and the Enunciating Instances
2.2.1. Introduction
2.2.2. The Functions of the Story
2.2.3. The Construction of the Narrative Text
2.2.4. The Enunciating Instances
2.2.5. Typologies of Narrators
2.2.6. Targeting
2.2.7. The Narratee

2.3. The Story and the Axes of the Narrative
2.3.1. Introduction
2.3.2. The History
2.3.3. Narrative Action
2.3.4. The Weather
2.3.5. The Space
2.3.6. The Sound

2.4. The Construction of Audiovisual Discourse: The Script
2.4.1. Introduction
2.4.2. The Script
2.4.3. The Idea
2.4.4. Genres
2.4.4.1. The Fantasy and Horror Films
2.4.4.2. War Films
2.4.4.3. Comedy
2.4.4.4. The Musical
2.4.4.5. Documentaries
2.4.5. Characters and Dialogue
2.4.6. Literary Script vs. Technical Script

2.5. Theory and Analysis of Film Editing
2.5.1. Introduction
2.5.2. Assembly Definition
2.5.3. The Basic Units of Film Narrative
2.5.4. First Theoretical Approaches
2.5.5. Types of Assembly
2.5.6. The Invisible Assembly: The *Raccord*. Glossary on Assembly

2.6. Cinematic Storytelling: From Origins to Postmodernity
2.6.1. Introduction
2.6.2. The Origins of Cinema
2.6.3. The Cinema of the Origins: Spatial-Temporal Articulation
2.6.4. Avant-Garde and Cinema
2.6.5. Hollywood Cinema
2.6.6. Art Cinema and Essay
2.6.7. Contemporary Cinema

2.7. Computer Cinema: from Newsreels to Documentaries
2.7.1. Introduction
2.7.2. Informative Cinema
2.7.3. Film Newsreels
2.7.4. Documentaries
2.7.5. Informative Fiction Cinema
2.7.6. The Value of News Reports as a Historical Source

2.8. Television Discourse: Information and Entertainment
2.8.1. Introduction
2.8.2. Television Discourse
2.8.3. Narratology of Audiovisual Information
2.8.4. Audiovisual Information Genres
2.8.5. The *Infotainment*
2.8.6. Entertainment Programs
2.8.7. The Fictional Television Story

2.9. Audiovisual Advertising Discourse: Spot, Trailer y Videoclip
2.9.1. Introduction
2.9.2. Advertising Narrative in the Audiovisual Media
2.9.2.1. Spot
2.9.2.2. Trailer
2.9.2.3. Videoclip

2.10. New Media and Narrative Structures in the Digital Age
2.10.1. Introduction
2.10.2. The Digital Paradigm
2.10.3. New XXI Century Media
2.10.4. New Media Practices
2.10.5. The Post-Media Condition

Module 3. Audiovisual Advertising

Strategically plan advertising campaigns and understand the creative advertising process to generate excellent results"

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 in Audiovisual Advertising is aimed at university graduates who have previously completed any of the following degrees in design, advertising, creative or any other branch related to the area of communications and corporate identity. Professionals who, being university graduates in any other sector, have two years of work experience in a related area, may also participate in the program.

Become a successful professional and access the elite of audiovisual advertising"

Average Age

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

Training

Economics and Business **15%**

Advertising and Public Relations **40%**

Journalism and Communication **27%**

Social Sciences **18%**

Years of Experience

More than 16 years **22%**

Up to 5 years **19%**

11 to 15 years **32%**

6 to 10 years **27%**

Academic Profile

Publicists **51%**

Heads of Marketing **21%**

Journalists **18%**

Entrepreneurs **10%**
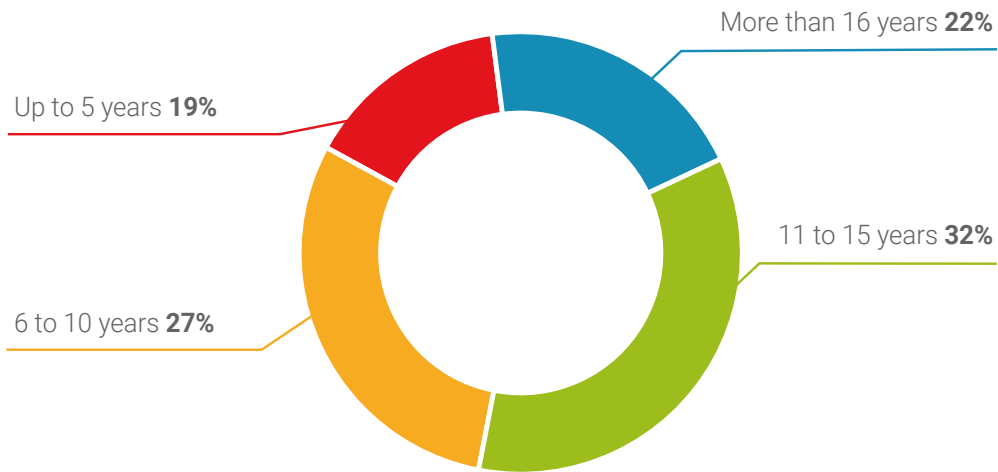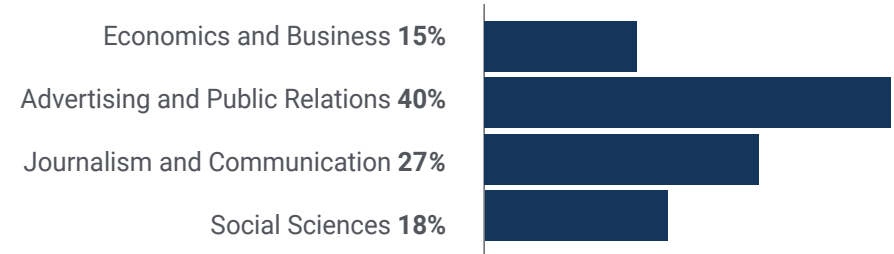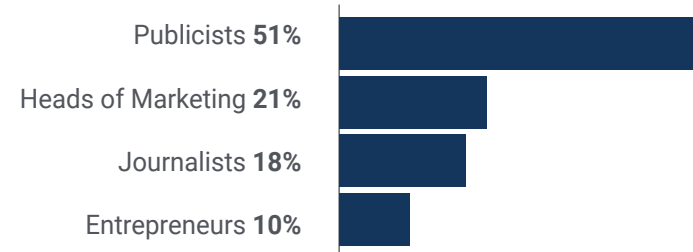
Geographical Distribution

USA **5%**

Spain **44%**

Brazil **4%**

Mexico **14%**

Colombia **8%**

Chile **4%**

Argentina **7%**

Peru **8%**

Ecuador **4%**

Dominican Republic **2%**
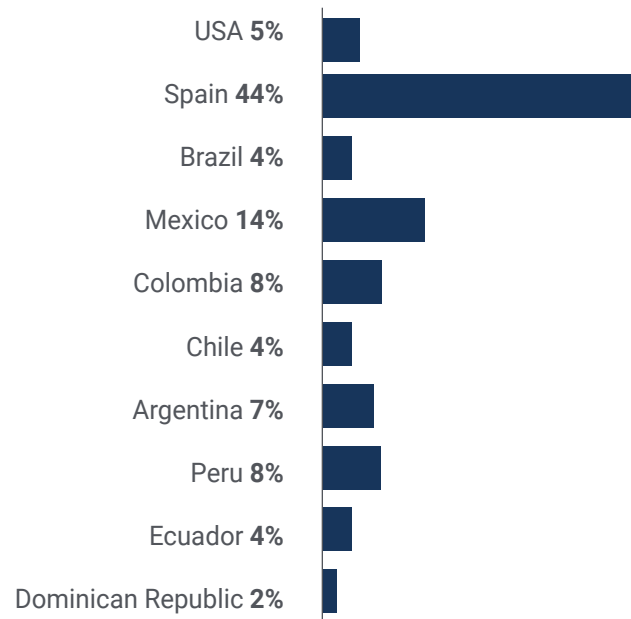
Ángel Santiago Robles

Publicist

"Thanks to this program, I have been able to improve my skills in different branches of audiovisual advertising, which has allowed me to give a boost to my career and, now, I am part of one of the best advertising agencies in my country. Without a doubt, it has been a great success to take this qualification"

08
Impact on Your Career

This program provides all the necessary tools and an innovative methodology to motivate students in each lesson so that they are able to learn everything related to audiovisual advertising. This will guarantee a satisfactory labor insertion in a sector that demands quality and excellence. Undoubtedly, at the end of the qualification, the students will be able to give a boost to their careers towards success, achieving those managerial positions they desire.

" At the end of this program, you will be able to lead advertising teams that focus on audiovisual messages"

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

TECH's Postgraduate Diploma in Audiovisual Advertising is an intensive program that prepares future graduates to face challenges and business decisions in the field of advertising and public relations. The main objective is to promote personal and professional growth. Helping students achieve success.

A high-quality teaching program designed to promote student competitiveness.

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

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

When the change occurs

During the program	During the first year	After 2 years
21%	**58%**	**21%**

Type of change

Internal Promotion **43%**
Change of Company **39%**
Entrepreneurship **18%**
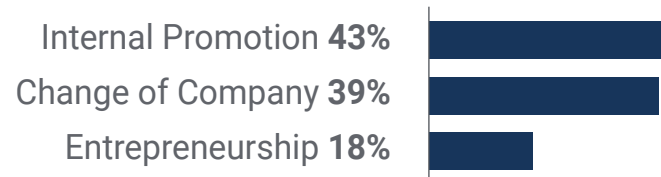
Salary increase

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

Salary before	A salary increase of	Salary after
$59,800	**25.42%**	**$75,001**

Benefits for Your Company

The Postgraduate Diploma in Audiovisual Advertising is a high-quality program aimed at professionals who wish to give a boost to their careers in order to access top-level positions. But it is also a unique opportunity for the advertising agencies themselves, since, by having better prepared employees, they will be able to offer a better service to their clients, which will undoubtedly result in greater profits for the companies.

"

Apply the scientific methodology of communication theories and understand the psychological processes involved in the emission of a message"

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

01

Intellectual Capital and Talent Growth

The professional will introduce the company to new concepts, strategies, and perspectives that can bring about significant changes in the organization.

02

Retaining high-potential executives to avoid talent drain

This program strengthens the link between the company and the professional and opens new avenues for professional growth within the company.

03

Building agents of change

You will be able to make decisions in times of uncertainty and crisis, helping the organization overcome obstacles.

04

Increased international expansion possibilities

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

05 Project Development

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

06 Increased competitiveness

This Postgraduate 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 Audiovisual 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 Audiovisual Advertising** 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 Audiovisual Advertising**

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
Audiovisual Advertising

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

This qualification must always be accompanied by the university degree issued by the competent authority to practice professionally in each country.   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.

Postgraduate Diploma
Audiovisual Advertising

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

Postgraduate Diploma
Audiovisual Advertising

tech *technological university*