Postgraduate Diploma
Creative Advertising Strategies

tech global university

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Postgraduate Diploma
Creative Advertising Strategies

» Modality: **online**
» Duration: **6 months**
» Certificate: **TECH Global University**
» Credits: **18 ECTS**
» Schedule: **at your own pace**
» Exams: **online**
» Aimed at: **University Graduates, Graduates and Undergraduates who have previously completed any of the degrees in the fields of Social and Legal Sciences, Administrative and Business Sciences**

Website: **www.techtitute.com/us/school-of-business/postgraduate-diploma/postgraduate-diploma-creative-advertising-strategies**

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Welcome

The advertising sector has grown in recent years, gaining an increasingly wider value among business areas. With the introduction of new ideas, great results have been achieved through the implementation of effective strategies. In this way, TECH has developed a syllabus where the professionals will address different potentialities and will integrate the most avant-garde work dynamics in the sector of Creative Advertising Strategies. Therefore, the graduates of this program will master the stimulation for the generation of innovative ideas, detailing how the advertising creative thinking software works and addressing key concepts in brand building. All this in a totally digital format and under TECH's effective *Relearning* methodology.

Postgraduate Diploma in Creative Advertising Strategies
TECH Global University

" *TECH offers you a comprehensive update of your professional skills in new channels, technologies and trends through Relearning and a complete online learning platform"*

Why Study at TECH?

TECH is the world's largest 100% online business school. It is an elite business school, with a model based on the highest academic standards. A world-class center for intensive managerial skills education.

tech

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 balances the latest educational technology with the most rigorous teaching methods. A unique method with the highest international recognition that will provide students with the keys to develop in a rapidly-evolving world, where innovation must be every entrepreneur's focus.

"Microsoft Europe Success Story", for integrating the innovative, interactive multi-video system.

The Highest Standards

Admissions criteria at TECH are not economic. Students don't need to make a large investment to study at this university. However, in order to obtain a qualification from TECH, the student's intelligence and ability will be tested to their limits. The institution's academic standards are exceptionally high...

95% | of TECH students successfully complete their studies

Networking

Professionals from countries all over the world attend TECH, allowing students to establish a large network of contacts that may prove useful to them in the future.

+100000 | **+200**
executives prepared each year | 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 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 analyses in academia"

Why Our Program?

Studying this TECH program means increasing the chances of achieving professional success in senior business management.

It is a challenge that demands effort and dedication, but it opens the door to a promising future. Students will learn from the best teaching staff and with the most flexible and innovative educational methodology.

We have highly qualified teachers and the most complete syllabus on the market, which allows us to offer you education of the highest academic level"

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

01

A Strong Boost to Your Career

By studying at TECH, students will be able to take control of their future and develop their full potential. By completing this program, students will acquire the skills required to make a positive change in their career in a short period of time.

70% of students achieve positive career development in less than 2 years.

02

Develop a strategic and global vision of the company

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

Our global vision of companies will improve your strategic vision.

03

Consolidate the student's senior management skills

Studying at TECH means opening the doors to a wide range of professional opportunities for students to position themselves as senior executives, with a broad vision of the international environment.

You will work on more than 100 real senior management cases.

04

You will take on new responsibilities

The program will cover the latest trends, advances and strategies, so that students can carry out their professional work in a changing environment.

45% of graduates are promoted internally.

05 Access to a powerful network of contacts

TECH connects its students to maximize opportunities. Students with the same concerns and desire to grow. Therefore, partnerships, customers or suppliers can be shared.

You will find a network of contacts that will be instrumental for professional development.

06 Thoroughly develop business projects

Students will acquire a deep strategic vision that will help them develop their own project, taking into account the different fields in companies.

20% of our students develop their own business idea.

07 Improve *soft skills* and management skills

TECH helps students apply and develop the knowledge they have acquired, while improving their interpersonal skills in order to become leaders who make a difference.

Improve your communication and leadership skills and enhance your career.

08 You will be part of an exclusive community

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

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

Objectives

This academic program will provide the professionals with important and innovative updates in the field of Creative Advertising Strategies. Therefore, they will be able to achieve their goals thanks to the development of specific skills to face the challenges of the creative in the development of innovative tactics. In this way, TECH provides students with cutting-edge resources that will strengthen their skills related to creativity in digital advertising. Therefore, upon completion of this program, the graduates will have nurtured their knowledge in types of creative and non-creative advertisements.

A virtual campus that puts at your fingertips the best academic materials comfortably and without unnecessary travel to a study center"

TECH makes the goals of their students their own goals too Working together to achieve them
The **Postgraduate Diploma in Creative Advertising Strategies** will enable students to:

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

04 Detail how the advertising creative thinking software works

02 Examine the best conditions to stimulate creativity

03 Stimulate the generation of innovative ideas

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

06 Analyze in detail the target audience and the use of *insight* in advertising

08 Addressing key concepts in brand building

09 Know the logical steps in brand building

07 Understand how the advertising message is structured

10 Detect the differences between a *claim* and a slogan

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

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

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

14 Learn how to plan political campaigns

05
Structure and Content

The program in Creative Advertising Strategies is a program composed of a syllabus focused on the different challenges faced by creatives in the development of innovative strategies, artistic creativity in communication and new technologies. This is why this program is oriented from a theoretical-practical structure integrated with the experience and background of a highly qualified team. In addition, its 100% online format allows the professional to acquire skills and combine study with their other obligations and duties.

"In this program you will have updated academic materials and the most innovative multimedia resources such as complementary readings and interactive summaries"

Syllabus

This university program integrates 450 teaching hours in which TECH through a first level education, which will drive students to position themselves among the best professionals in the career. In this way, they will face and overcome various obstacles in professional areas of advertising. Accordingly, the program offers a variety of competencies and skills involved in technological innovations, addressing in detail consumer relations, new creative challenges and search engine optimization.

In order to achieve these objectives, the teaching staff has developed an important syllabus that integrates 3 modules, so that students can strengthen their competencies in strategy approach to creativity and trends in advertising creativity.

The program will guide students to learn from the principles of the limits of advertising creativity. Therefore, it is a program that incorporates a highly qualified teaching staff, supported by innovative resources in audiovisual terms, in addition to guaranteeing a first class academic process with a 100% online modality.

Likewise, TECH thinks about comfort and excellence. That is why this Postgraduate Diploma offers the most complete and exclusive update, where it also achieves time flexibility by only needing an electronic device with an Internet connection and therefore, access without difficulty to the virtual platform from the comfort of your home.

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

Module 1	Creative Publicist
Module 2	Digital creativity
Module 3	Creativity in social networks

Where, When and How is it Taught?

TECH offers the possibility of developing this Postgraduate Diploma in Creative Advertising Strategies in a totally online way. During the 6 months that the specialization lasts, the students will be able to access all the contents of this program at any time, which will allow 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. Creative Publicist

1.1. What is Creativity

1.1.1. Definitions
1.1.2. Constantly changing creative models. New technologies, need for greater efficiency
1.1.3. Challenges for creatives in the development of innovative strategies. The Benefits of Collaboration
1.1.4. Professions where creativity is in demand
1.1.5. People who stood out for their exceptional creativity

1.2. The best conditions to create. The generation of ideas

1.2.1. Phases of Creativity
1.2.2. Focus on the problem
1.2.3. Relax, enjoy
1.2.4. Make a mistake
1.2.5. Play and techniques to stimulate the game

1.3. The creative subject

1.3.1. Demands on the creative
1.3.2. Stability
1.3.3. The creative's kryptonite
1.3.4. Falling in love with the project
1.3.5. Good or bad creative?
1.3.6. The creative's memory

1.4. Challenges for creatives in the development of innovative strategies

1.4.1. Customer relations: companies, individuals, organizations, territories
1.4.2. Relationships with other *stakeholders*: suppliers (photographers, planners, speakers, designers...), colleagues, agency managers, artificial intelligence... etc
1.4.3. Relations with consumers
1.4.4. The importance of team building

1.5. The context of a creative project

1.5.1. Market introduction of an innovative product
1.5.2. Strategy for approaching creativity
1.5.3. Complex products or services
1.5.4. Personalized communication

1.6. Types of advertisements. Creative and non-creative

1.6.1. Innovative, generic, imitations, etc
1.6.2. Differences between original
1.6.3. Ways to get customers with creativity

1.7. Artistic creativity in communication

1.7.1. 21 reasons to be creative
1.7.2. What we call art in communication
1.7.3. Artistic referents of advertising creativity

1.8. New creative challenges

1.8.1. New channels, technologies, trends, etc
1.8.2. The development of a new format
1.8.3. The need to implement new technologies in an innovative ad
1.8.4. The entry of competitors
1.8.5. Life cycle of an idea
1.8.6. Sustainability, inclusive language

1.9. Trends in advertising creativity

1.9.1. Role of customers in decision making
1.9.2. New methods and media
1.9.3. New Technologies

1.10. Limits of advertising creativity

1.10.1. Access to the most innovative ideas
1.10.2. The cost of a good idea
1.10.3. The relevance of a message
1.10.4. The decision map
1.10.5. Finding the right balance

Module 2. Digital creativity

2.1. What is digital creativity?
2.1.1. Digital technologies to create
2.1.2. Digital techniques to boost creativity
2.1.3. Conclusions

2.2. Differences between digital advertising and digital marketing
2.2.1. Description of digital marketing
2.2.2. Description of digital advertising
2.2.3. Conclusions

2.3. Creativity in digital advertising
2.3.1. Banners
2.3.2. Search Ads
2.3.3. Video ads
2.3.4. Native ads
2.3.5. Social media ads
2.3.6. Display advertising
2.3.7. Augmented reality ads
2.3.8. Email advertisements

2.4. Creativity in digital marketing
2.4.1. Content generation
2.4.2. Relevance and value
2.4.3. Diversity of formats
2.4.4. Positioning as an expert
2.4.5. Frequency and consistency
2.4.6. Measuring results

2.5. SEO (Search Engine Optimization)
2.5.1. Search Engine Optimization
2.5.2. SEO Metrics
2.5.3. Conclusions

2.6. E-mail Marketing
2.6.1. Promotion of products and services
2.6.2. News and relevant information
2.6.3. Follow-up and loyalty
2.6.4. Automation

2.7. Social media marketing
2.7.1. Increased reach and visibility
2.7.2. Fostering a community
2.7.3. Creating inspirational content
2.7.4. Generating leads and conversions
2.7.5. Collaborations with influencers
2.7.6. Feedback and improvement
2.7.7. Branding and authority

2.8. Affiliate marketing
2.8.1. Targeting strategies
2.8.2. Search Tools
2.8.3. How to apply creativity
2.8.4. Examples:

2.9. Influencer Marketing
2.9.1. Targeting strategies
2.9.2. Search Tools
2.9.3. How to apply creativity
2.9.4. Examples:

2.10. Social media plan
2.10.1. Structure and basic content
2.10.2. Creative examples
2.10.3. Conclusions

Module 3. Creativity in social networks

3.1. Creativity in TikTok
3.1.1. Technical aspects of use
3.1.2. How to be creative in TikTok
3.1.3. Examples:

3.2. Creativity in X
3.2.1. Technical aspects of use
3.2.2. How to be creative in X
3.2.3. Examples:

3.3. Creativity on Facebook
3.3.1. Technical aspects of use
3.3.2. How to be creative on Facebook
3.3.3. Examples:

3.4. Creativity on Instagram
3.4.1. Technical aspects of use
3.4.2. How to be creative on Instagram
3.4.3. Examples:

3.5. Creativity on LinkedIn
3.5.1. Technical aspects of use
3.5.2. How to be creative on LinkedIn
3.5.3. Examples:

3.6. Creativity on YouTube
3.6.1. Technical aspects of use
3.6.2. How to be creative on YouTube
3.6.3. Examples:

3.7. Creativity on Whatsapp
3.7.1. Technical aspects of use
3.7.2. How to be creative in Whatsapp
3.7.3. Examples:

3.8. Creativity for blogs
3.8.1. Technical aspects of use
3.8.2. How to be creative in a blog
3.8.3. Examples:

3.9. Creativity for newsletters
3.9.1. Technical aspects of use
3.9.2. How to be creative in a newsletter
3.9.3. Examples:

3.10. Creativity in Wikipedia
3.10.1. Technical aspects of use
3.10.2. How to be creative on Wikipedia
3.10.3. Examples:

06
Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning.**
This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.

"

Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"

TECH Business School uses the Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

"

At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world"

This program prepares you to face business challenges in uncertain environments and achieve business success.

A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch to present executives with challenges and business decisions at the highest level, whether at the national or international level. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and business reality is taken into account.

> *You will learn, through collaborative activities and real cases, how to solve complex situations in real business environments"*

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

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

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

Relearning Methodology

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

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

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

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

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

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically. With this methodology we have trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, markets, and financial instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

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

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

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

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

Study Material

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

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

Classes

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

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

Management Skills Exercises

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

Additional Reading

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

30%

10%

8%

3%

30%

15%

4%

Case Studies

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

Interactive Summaries

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

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

Testing & Retesting

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

07
Our Students' Profiles

The program is aimed at university graduates and postgraduates who have previously completed any of the following qualifications in the fields of Social and Legal Sciences, Administration and Economics.

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

The program is also open to professionals who, being university graduates in any area, have two years of work experience in the field of advertising.

If you have experience in Creative Advertising Strategies and are looking for an interesting improvement in your career while continuing to work, this is the program for you"
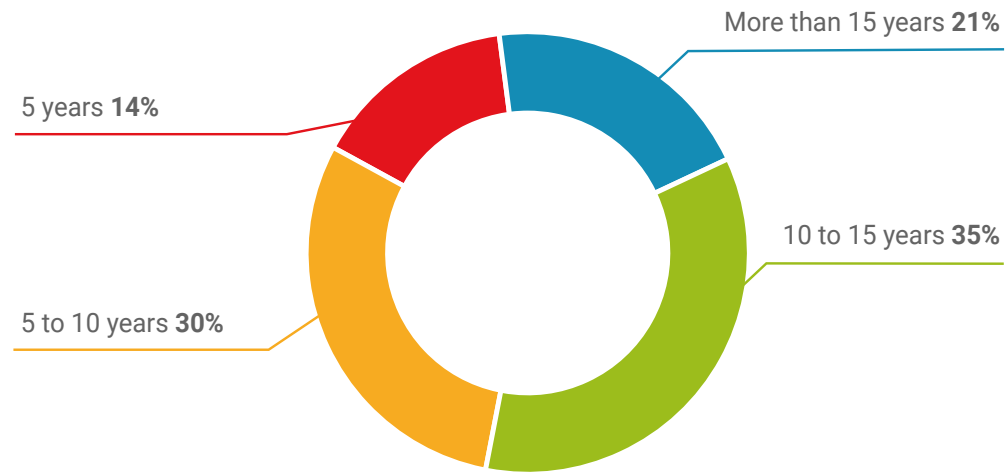
Average Age

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

Years of Experience

More than 15 years **21%**

5 years **14%**

10 to 15 years **35%**

5 to 10 years **30%**

Training

Marketing and Advertising **40%**

Journalism **25%**

Public Relations **20%**

Other **15%**

Educational Profile

Marketing and Advertising **40%**

Comunication **35%**

Entrepreneurs **15%**

Other **10%**
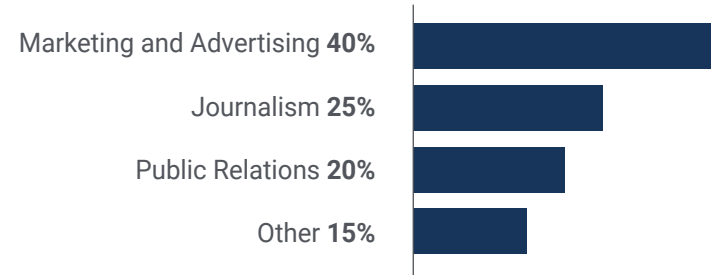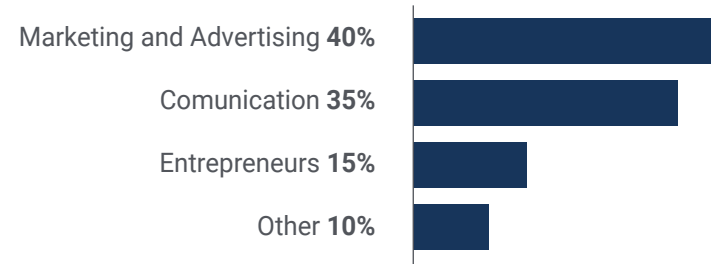
Geographical Distribution

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

Spain **45%**

Mexico **30%**

Colombia **12%**
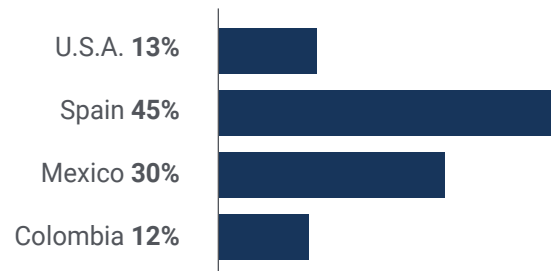
Mario García Ruiz

Marketing and Advertising Director

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

08
Course Management

With TECH, students will be able to achieve their objectives together with a renowned teaching team made up of professionals with an important professional career, who are specialized in Business and Institutional Communication Management. Their extensive experience and vast knowledge will allow the graduates to face challenges and solve problems that may arise in the course of their professional career. All this in only 6 months of first level online teaching.

You will acquire the skills you need through the experienced teaching staff of this Postgraduate Diploma"

Management

Mr. Labarta Vélez, Fernando

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

Professors

Mr. Morro, Pablo
- Art Director at Z1
- Stage Manager at Monkey Week SON Estrella Galicia
- Senior Art Director at Ruiz Nicoli Líneas
- Stage Manager at Festival Meridiano Cero
- Senior Art Director at Arena Media Communications
- Professor in Graphic Design Assistant Technician courses in the Community of Madrid
- Degree in Communication Sciences
- Specialization in Advertising and Public Relations
- Official Adobe Professional Web Design Course, with specialization in Web Design

Impact on Your Career

This program has been designed with the purpose of offering the graduates multiple competencies to face the necessary events in the advertising sector. That is why TECH focuses mainly on the quality and efficiency of each of its programs, therefore, it is a guarantee for the students that they will receive specialized knowledge in social media marketing and recruitment strategies.

With a mobile device connected to the Internet, you will be able to freely consult the materials of this program at the time and place of your choice"

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

The TECH Postgraduate Diploma in Creative Advertising Strategies is an intensive program that prepares you to face challenges and business decisions in the field of advertising. Its main objective is to promote your personal and professional and professional growth. Helping you achieve success.

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

A unique academic opportunity where you will delve into search tools that allow negotiators to intervene in influencer marketing.

Enroll in this program and specialize in Creative Advertising Strategies through this exclusive TECH program.

Time of Change

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

Type of change

Internal Promotion **50%**

Change of Company **45%**

Entrepreneurship **5%**
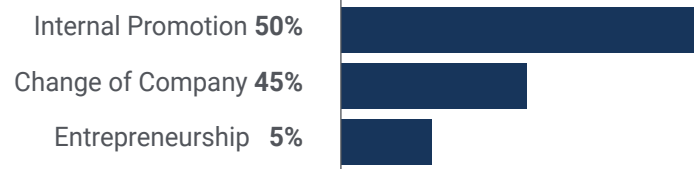
Salary increase

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

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

10

Benefits for Your Company

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

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

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

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

01

Growth of talent and intellectual capital

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

02

Retaining high-potential executives to avoid talent drain

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

03

Building agents of change

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

04

Increased international expansion possibilities

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

05

Project Development

The professional can work on a real project or develop new projects in the field of R & D or business development of your company.

06

Increased competitiveness

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

Certificate

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

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 Creative Advertising Strategies** 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 Creative Advertising Strategies**

Modality: **online**

Duration: **6 months**

Accreditation: **18 ECTS**

tech global university

Mr./Ms. _____, with identification document _____
has successfully passed and obtained the title of:

Postgraduate Diploma in Creative Advertising Strategies

This is a program of 450 hours of duration equivalent to 18 ECTS, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy.

TECH Global University is a university officially recognized by the Government of Andorra on the 31st of January of 2024, which belongs to the European Higher Education Area (EHEA).

In Andorra la Vella, on the 28th of February of 2024

Dr. Pedro Navarro Illana
Rector

Unique TECH Code: AFWORD23S   techtitute.com/certificates

*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
Creative Advertising Strategies

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

Postgraduate Diploma
Creative Advertising Strategies

tech global university