Executive Master's Degree
Advertising Communication

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Executive Master's Degree
Advertising Communication

- » Modality: **online**
- » Duration: **12 months**
- » Certificate: **TECH Global University**
- » Dedication: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **online**

Website: **www.techtitute.com/us/school-of-business/executive-master-degree/master-advertising-communication**

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01
Welcome

Advertising Communication is based on all the other existing forms of communication to create products that can be consumed effectively by the target audience. It is a tool that covers extensive knowledge of different disciplines such as psychology that enable the professional to understand the user or consumer and the possibilities of the effect of the product or service to be advertised. Therefore, this program includes a complete and up-to-date syllabus to enable the professional in the practice of the work of the advertising communication sector successfully. In this way, you will learn how to plan, write, design and disseminate advertising messages in all types of contexts and for all types of audiences, through classic and digital media.

Executive Master's Degree
TECH Global University

Become a successful professional specializing in Advertising Communication with this Executive Master's Degree that TECH has designed for you"

02
Why Study at TECH?

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

tech

"*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 executives prepared each year

+200 different nationalities

Empowerment

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

+500 collaborative agreements with leading companies

Talent

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

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

Multicultural Context

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

TECH students represent more than 200 different nationalities.

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

Learn with the best

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

Teachers representing 20 different nationalities.

At TECH, you will have access to the most rigorous and up-to-date case analyses in academia"

Analysis

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

Academic Excellence

TECH offers students the best online learning methodology. The university combines the *Relearning* 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.

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 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.

04
Objectives

This program is focused on developing students' leadership skills in the field of advertising communication, developing new competencies and improving their skills for academic and professional growth in an environment that requires an analytical and persuasive profile with leadership skills, who knows how to defend the interests of the brand whose communication they manage, knowing how to understand the public with which they interact and the product or service they sell.Translated with www.DeepL. com/Translator (free version) As a result, after completing the program, the professional will be able to make the right decisions with a global approach, from an innovative perspective and an international vision.

Learn to recognize the elements, forms and processes of advertising languages and other forms of persuasive communication that will boost your success"

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

This **Executive Master's Degree in Advertising Communication** prepares students to:

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

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 Have the ability to adequately contextualize the media systems and in particular the global communication structure

04 Enable the student to relate advertising and public relations in a coherent manner with other social and human sciences

05 Know how to apply creative processes in the field of communication, especially in the field of advertising and public relations

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

08 Know how to use information and communication technologies and techniques in the different combined and interactive media or media systems

09 Know how to analyze the elements that make up the advertising message: graphic elements, audiovisual elements and musical and sound elements

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

10 Assume the role of a creative editor within an advertising agency or advertising department in a company or institution

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

14 Know how to relate advertising and public relations in a coherent manner with other social and human sciences.
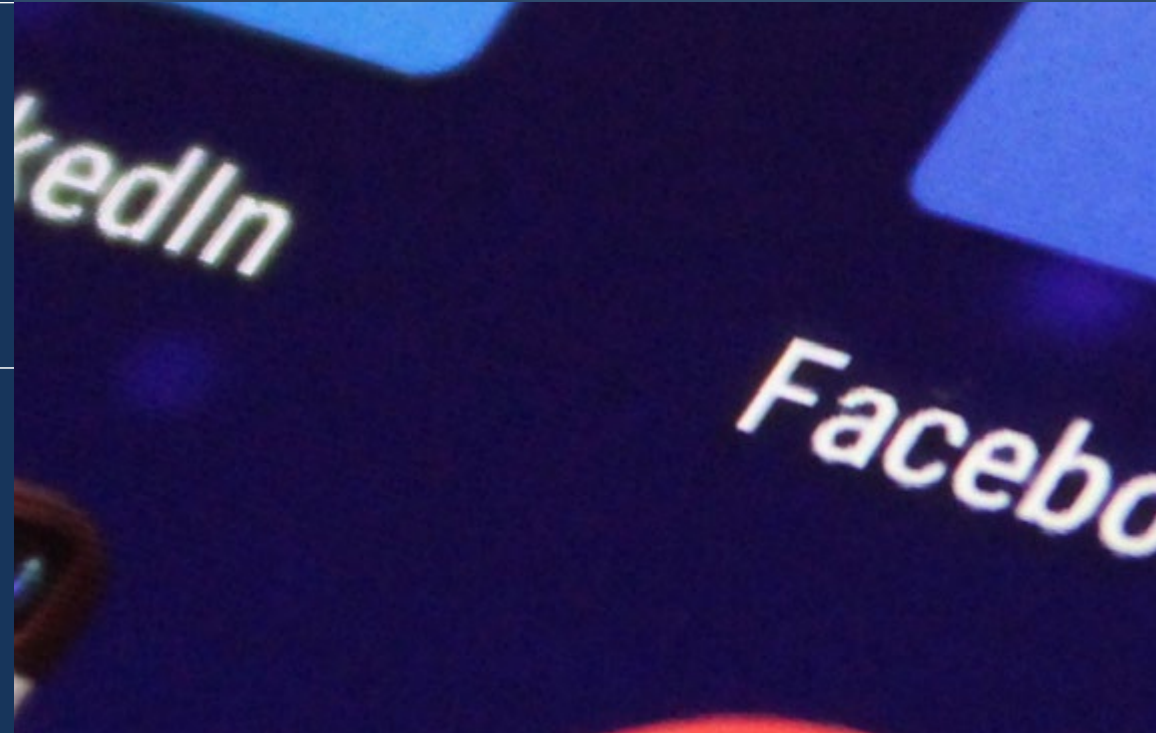
12 Encourage creativity and persuasion through different supports and different means of communication

13 Know the creative advertising process

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

16 Understand the main debates and media events arising from the current situation and how they are generated and disseminated according to communication strategies and interests of all kinds

17 Identify the methods and problems of the different branches of research in the field of Communication Sciences

05

Skills

Throughout this program the student will develop the ability to understand the basics of advertising communication and its fundamentals to apply them both in the digital and traditional environment, devising creative and persuasive communication strategies. In this way, you will master the global environment of different brands, acquiring the necessary skills for the professional practice of digital communication, knowing how to manage the crises that may happen, thanks to the knowledge acquired throughout the course.

Enroll in this Executive Master's Degree and you will learn how to develop the corporate identity for an organization in a unique way"

At the end of this program, the professional will be able to:

01 Acquire the necessary skills for the professional practice of Advertising Communication with the knowledge of all the necessary factors to perform it with quality and solvency

02 Describe the characteristics and fundamentals of communication

03 See human social communication as a social science

04 Know how to use the different online communication platforms

05 Develop a plan for the creation of the corporate identity

06 Create communication in the digital environment

07 Use psychological mechanisms present in communication

08 Using advertising language

09 Apply creative techniques in communication

10 Writing advertising copy

11 Perform art direction in advertising contexts

12 Develop a corporate identity for an organization

13 Recognize the flows of public opinion and the ability to exert force on them

14 Carry out *community management* efficiently

Structure and Content

The Executive Master's Degree in Advertising Communication comprises a complete program structured in ten modules, whose content has been developed by industry experts so that the student enters into all the concepts of advertising language today, knowing in depth the functioning of the power of the various means of communication that it uses. In this way, the professional will master all the aspects that structure communication, through high-quality content, thereby enhancing their profile in this competitive environment.

"

You will master the psychological mechanisms present in communication and an advertising language according to the corporate line"

Syllabus

The Executive Master's Degree in Advertising Communication of TECH Global University is an intensive program that prepares students to master the structure of communication focused on the advertising field.

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

Throughout 1,500 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 Executive Master's Degree focuses on the structure of communication, especially its psychology and creativity, as well as the keys to advertising language and advertising law, so that the professional does not exceed the existing limits. A program of studies designed to educate business professionals and walk them through this sector from a strategic, international and innovative perspective.

Therefore, this program is designed for students seeking professional development that allows them to achieve excellence in the digital environment, with innovative content based on the latest trends, and supported by the best educational methodology and an exceptional faculty.

This Executive Master's Degree takes place over 12 months and is divided into 10 modules:

Module 1.	Structure of the Communication
Module 2.	Introduction to the Psychology of Communication
Module 3.	Advertising Language
Module 4.	Creativity in Communication
Module 5.	Advertising Creativity I: Copywriting
Module 6.	Advertising Creativity II: Art Direction
Module 7.	Corporate Identity
Module 8.	Public Opinion
Module 9.	Social Media and Community Management

Where, When and How is it Taught?

TECH offers the possibility of developing this Professional Master's Degree in Advertising Communicationcompletely online. Over the course of 12 months, you will be able to access all the contents of this program at any time, allowing you to self-manage your study time.

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

Module 1. Structure of the Communication

1.1. Theory, Concept and Method of the Communication Structure
1.1.1. Introduction
1.1.2. Autonomy of the Discipline and Relationships with other Subjects
1.1.3. The Structuralist Method
1.1.4. Definition and Purpose of the Communication Structure
1.1.5. Guide to the Analysis of Communication Structure

1.2. New International Communication Order
1.2.1. Introduction
1.2.2. State Control: Monopolies
1.2.3. Communication Marketing
1.2.4. Cultural Dimension of Communication

1.3. Major Information Agencies
1.3.1. Introduction
1.3.2. What is an Information Agency?
1.3.3. News and Information
1.3.4. Before the Internet
1.3.5. News Agencies can be seen Thanks to the Internet
1.3.6. The World's Major Agencies

1.4. The Advertising Industry and its Relationship with the Media System
1.4.1. Introduction
1.4.2. Advertising Industry
1.4.3. The Need of Advertising for the Media
1.4.4. La Structure of the Advertising Industry
1.4.5. The Media and its Relationship with the Advertising Industry
1.4.6. Advertising Regulations and Ethics

1.5. Cinema and the Culture and Leisure Market
1.5.1. Introduction
1.5.2. The Complex Nature of Cinema
1.5.3. The Origin of the Industry
1.5.4. Hollywood, the Film Capital of the World

1.6. Political Power and the Media
1.6.1. Introduction
1.6.2. Influence of the Media in the Formation of Society
1.6.3. Media and Political Power

1.7. Media Concentration and Communication Policies
1.7.1. Introduction
1.7.2. Media Concentration
1.7.3. Communication Policies

1.8. Communication Structure in Latin America
1.8.1. Introduction
1.8.2. Communication Structure in Latin America
1.8.3. New Trends

1.9. Media System in Latin America and the Digitization of Journalism
1.9.1. Introduction
1.9.2. Historical Approach
1.9.3. Bipolarity of the Latin American Media System
1.9.4. U.S. Hispanic Media

1.10. Digitalization and the Future of Journalism
1.10.1. Introduction
1.10.2. Digitalization and the New Media Structure
1.10.3. The Structure of Communication in Democratic Countries

Module 2. Introduction to the Psychology of Communication

2.1. History of Psychology

2.1.1. Introduction
2.1.2. We Begin with the Study of Psychology
2.1.3. Science in Evolution. Historical and Paradigmatic Changes
2.1.4. Paradigms and Stages in Psychology
2.1.5. Cognitive Science

2.2. Social Psychology

2.2.1. Introduction
2.2.2. Beginning with the Study of Social Psychology: The Influence of Social Psychology
2.2.3. Empathy, Altruism and Helping Behavior

2.3. Social Cognition

2.3.1. Introduction
2.3.2. Thinking and Knowing, Vital Necessities
2.3.3. Social Cognition
2.3.4. Organizing Information
2.3.5. Prototypical or Categorical Thinking
2.3.6. The Mistakes We Make in Thinking: Inferential Biases
2.3.7. Automatic Information Processing

2.4. Personality Psychology

2.4.1. Introduction
2.4.2. What is the Self? Identity and Personality
2.4.3. Self-awareness
2.4.4. Self-esteem
2.4.5. Self-knowledge
2.4.6. Interpersonal Variables in Personality Shaping
2.4.7. Macro-social Variables in the Configuration of Personality
2.4.8. A New Perspective in the Study of Personality. Narrative Personality

2.5. Emotions

2.5.1. Introduction
2.5.2. What do we Talk about When we Get Excited?
2.5.3. The Nature of Emotions
  2.5.3.1. Emotion as Preparation for Action
2.5.4. Emotions and Personality
2.5.5. From another Perspective. Social Emotions

2.6. Psychology of Communication. Persuasion and Attitude Change

2.6.1. Introduction
2.6.2. Attitudes
2.6.3. Historical Models in the Study of Persuasive Communication
2.6.4. The Probability of Elaboration Model
2.6.5. Communication Processes through the Media
  2.6.5.1. A Historical Perspective

2.7. The Sender

2.7.1. Introduction
2.7.2. The Source of Persuasive Communication
2.7.3. Source Characteristics. Credibility
2.7.4. Source Characteristics. The Appeal
2.7.5. Emitter Characteristics. The Power
2.7.6. Processes in Persuasive Communication. Mechanisms Based on Primary Cognition
2.7.7. New Processes in Communication. Mechanisms Based on Secondary Cognition

2.8. The Message

2.8.1. Introduction
2.8.2. We Begin by Studying the Composition of the Message
2.8.3. Types of Messages: Rational vs. Emotional Messages
2.8.4. Emotional Messaging and Communication: Fear Inducing Messages

2.9. The Receiver

2.9.1. Introduction
2.9.2. The Role of the Recipient according to the Elaboration Probability Model
2.9.3. Recipient Needs and Motives: Their Impact on Attitude Change
2.9.4. Need for Esteem and Communication

2.10. New Approaches to the Study of Communication

2.10.1. Introduction
2.10.2. Non-conscious Processing of Information. Automatic Processes
2.10.3. Measuring Automatic Processes in Communication
2.10.4. First Steps in the New Paradigms
2.10.5. Theories of Dual Processing Systems
  2.10.5.1. Main Limitations of Dual Systems Theories

Module 3. Advertising Language

3.1. Thinking and Writing: Definition
3.1.1. Definition of Copywriting
3.1.2. Historical Background of Advertising Copywriting and Phases of Professionalization

3.2. Copywriting and Creativity
3.2.1. Conditions of the Copywriting Process
3.2.2. Linguistic Competence
3.2.3. Functions of the Copywriter

3.3. The Principle of Coherence and Campaign Conceptualization
3.3.1. The Principle of Campaign Unity
3.3.2. The Creative Team
3.3.3. The Conceptualization Process: Hidden Creativity
3.3.4. What is a Concept?
3.3.5. Applications of the Conceptualization Process
3.3.6. The Advertising Concept
3.3.7. Utility and Advantages of the Advertising Concept

3.4. Advertising and Rhetoric
3.4.1. Copywriting and Rhetoric
3.4.2. Placing Rhetoric
3.4.3. The Phases of Rhetoric

3.5. Fundamentals and Characteristics of Copywriting
3.5.1. Correction
3.5.2. Adaptation
3.5.3. Efficiency
3.5.4. Characteristics of Copywriting
3.5.5. Morphological: Nominalization
3.5.6. Syntactics: Destructuring
3.5.7. Graphics: Emphatic Punctuation

3.6. Argumentation Strategies
3.6.1. Description
3.6.2. The Enthymeme
3.6.3. Narration
3.6.4. Intertextuality

3.7. Styles and Slogans in Copywriting
3.7.1. The Length of the Sentence
3.7.2. The Styles
3.7.3. The Slogan
3.7.4. A Phrase of Wartime Origin
3.7.5. The Characteristics of the Slogan
3.7.6. The Elocution of the Slogan
3.7.7. The Forms of the Slogan
3.7.8. The Functions of the Slogan

3.8. Principles of Applied Copywriting and the Reason Why+ USP Binomial
3.8.1. Rigor, Clarity, Accuracy
3.8.2. Synthesis and Simplicity
3.8.3. Advertising Text Constraints
3.8.4. Application of the Reason Why+USP Binomial

3.9. Copywriting in Conventional and Non-Conventional Media
3.9.1. The Division Above-the-line/Below-the-line
3.9.2. Integration: Overcoming the ATL- BTL Controversy
3.9.3. Television Copywriting
3.9.4. Radio Copywriting
3.9.5. Press Copywriting
3.9.6. Copywriting for Outdoor Media
3.9.7. Copywriting in Non-Conventional Media
3.9.8. Direct Marketing Advertising Copywriting
3.9.9. Interactive Media Copywriting

3.10. Criteria for the Evaluation of an Advertising Text and Other Writing Cases
3.10.1. Classical Models of Advertising Analysis
3.10.2. Impact and Relevance
3.10.3. The Checklist of the Writer
3.10.4. Translation and Adaptation of Advertising Texts
3.10.5. New Technologies, New Languages
3.10.6. Writing in Web 2.0
3.10.7. Naming, Guerrilla Advertising and Other Copywriting Cases

Module 4. Creativity in Communication

4.1. To Create is to Think
4.1.1. The Art of Thinking
4.1.2. Creative Thinking and Creativity
4.1.3. Thought and Brain
4.1.4. The Lines of Research on Creativity: Systematization

4.2. Nature of the Creative Process
4.2.1. Nature of Creativity
4.2.2. The Notion of Creativity: Creation and Creativity
4.2.3. The Creation of Ideas for Persuasive Communication
4.2.4. Nature of the Creative Process in Advertising

4.3. The Invention
4.3.1. Evolution and Historical Analysis of the Creation Process
4.3.2. Nature of the Classical Canon of the Invention
4.3.3. The Classical View of Inspiration in the Origin of Ideas
4.3.4. Invention, Inspiration, Persuasion

4.4. Rhetoric and Persuasive Communication
4.4.1. Rhetoric and Advertising
4.4.2. The Rhetorical Parts of Persuasive Communication
4.4.3. Rhetorical Figures
4.4.4. Rhetorical Laws and Functions of Advertising Language

4.5. Creative Behavior and Personality
4.5.1. Creativity as a Personal Characteristic, as a Product and as a Process
4.5.2. Creative Behavior and Motivation
4.5.3. Perception and Creative Thinking
4.5.4. Elements of Creativity

4.6. Creative Skills and Abilities
4.6.1. Thinking Systems and Models of Creative Intelligence
4.6.2. Three-Dimensional Model of the Structure of the Intellect According to Guilford
4.6.3. Interaction Between Factors and Intellectual Capabilities
4.6.4. Creative Skills
4.6.5. Creative Capabilities

4.7. The Phases of the Creative Process
4.7.1. Creativity as a Process
4.7.2. The Phases of the Creative Process
4.7.3. The Phases of the Creative Process in Advertising

4.8. Troubleshooting
4.8.1. Creativity and Problem Solving
4.8.2. Perceptual Blocks and Emotional Blocks
4.8.3. Methodology of Invention: Creative Programs and Methods

4.9. The Methods of Creative Thinking
4.9.1. Brainstorming as a Model for the Creation of Ideas
4.9.2. Vertical Thinking and Lateral Thinking
4.9.3. Methodology of Invention: Creative Programs and Methods

4.10. Creativity and Advertising Communication
4.10.1. The Creative Process as a Specific Product of Advertising Communication
4.10.2. Nature of the Creative Process in Advertising: Creativity and the Creative Advertising Process
4.10.3. Methodological Principles and Effects of Advertising Creation
4.10.4. Advertising Creation: From Problem to Solution
4.10.5. Creativity and Persuasive Communication

Module 5. Advertising Creativity I: Copywriting

5.1. Writing Concept
5.1.1. Writing and Editing
5.1.2. Writing and Thought
5.1.3. Writing and Order

5.2. Fundamentals of Copywriting
5.2.1. Correction
5.2.2. Adaptation
5.2.3. Efficiency

5.3. Characteristics of Copywriting
5.3.1. Nominalization
5.3.2. Destructuring
5.3.3. Expressive Concentration

5.4. Text and Image
5.4.1. From Text to Image
5.4.2. Text Functions
5.4.3. Image Functions
5.4.4. Relationship Between Text and Imaging

5.5. Brand and Slogan
5.5.1. The Brand
5.5.2. Brand Characteristics
5.5.3. The Slogan

5.6. Direct Advertising
5.6.1. The Brochure
5.6.2. The Catalogue
5.6.3. Other Annexes

5.7. Press Advertising: the Large Format Advertisement
5.7.1. Newspapers and Magazines
5.7.2. Superstructure
5.7.3. Formal Characteristics
5.7.4. Editorial Characteristics

5.8. Press Advertising: Other Formats
5.8.1. Word Advertisements
5.8.2. Superstructure
5.8.3. The Claim
5.8.4. Superstructure

5.9. Outdoor Advertising
5.9.1. Formats
5.9.2. Formal Characteristics
5.9.3. Editorial Characteristics

5.10. Radio Advertising
5.10.1. Radio Language
5.10.2. The Radio Spot
5.10.3. Superstructure
5.10.4. Wedge Types
5.10.5. Formal Characteristics

5.11. Audiovisual Advertising
5.11.1. The Image
5.11.2. The Text
5.11.3. Music and Sound Effects
5.11.4. Advertising Formats
5.11.5. The Script
5.11.6. The Story-Board

Module 6. Advertising Creativity II: Art Direction

6.1. Subjects and Object of Advertising Graphic Design
6.1.1. Related Professional Profiles
6.1.2. Academic Context and Competencies
6.1.3. Advertiser and Agency

6.2. Creative Direction and Creative Idea
6.2.1. Creative Process
6.2.2. Types of Creative Processes
6.2.3. Art Direction and Formal Idea

6.3. The Role of the Art Director
6.3.1. What is Art Direction?
6.3.2. How Art Direction Works?
6.3.3. The Creative Team
6.3.4. The Role of the Art Director

6.4. Fundamentals of Advertising Graphic Design
6.4.1. Design Concepts and Design Standards
6.4.2. Trends and Styles
6.4.3. Design Thinking, Process and Management
6.4.4. Scientific Metaphor

6.5. Methodology of Advertising Graphics
6.5.1. Creativity Graphics
6.5.2. Design Process
6.5.3. Communication and Aesthetics

6.6. Graphic Strategy
6.6.1. Apprehension Form
6.6.2. Graphic Message
6.6.3. Aesthetic State

6.7. Graphic Architecture
6.7.1. Typometry
6.7.2. Graphic Spaces
6.7.3. Reticle
6.7.4. Pagination Standards

6.8. Final Arts
6.8.1. Final Arts
6.8.2. Processes
6.8.3. Systems

6.9. Creation of Advertising Graphic Supports
6.9.1. Publigraphy
6.9.2. Organizational Visual Image (OVI)

6.10. Graphic Advertisements
6.10.1. Packaging
6.10.2. Websites
6.10.3. Corporate Image in Web Pages

Module 7. Corporate Identity

7.1. **The Importance of Image in Businesses**
7.1.1. What is Corporate Image?
7.1.2. Differences between Corporate Identity and Corporate Image
7.1.3. Where can the Corporate Image be Manifested?
7.1.4. Corporate Image Change Situations. Why Achieve a Good Corporate Image?

7.2. **Research Techniques in Corporate Image**
7.2.1. Introduction
7.2.2. The study of the Company's Image
7.2.3. Corporate Image Research Techniques
7.2.4. Qualitative Image Study Techniques
7.2.5. Types of Quantitative Techniques

7.3. **Image Audit and Strategy**
7.3.1. What is Image Auditing?
7.3.2. Guidelines
7.3.3. Audit Methodology
7.3.4. Strategic Planning

7.4. **Corporate Culture**
7.4.1. What is Corporate Culture?
7.4.2. Factors Involved in Corporate Culture
7.4.3. Functions of Corporate Culture
7.4.4. Types of Corporate Culture

7.5. **Corporate Social Responsibility and Corporate Reputation**
7.5.1. CSR: Concept and Application of the Company
7.5.2. Guidelines for Integrating CSR into Businesses
7.5.3. CSR Communication
7.5.4. Corporate Reputation

7.6. **Corporate Visual Identity and Naming**
7.6.1. Corporate Visual Identity Strategies
7.6.2. Basic Elements
7.6.3. Basic Principles
7.6.4. Preparation of the Manual
7.6.5. Naming

7.7. **Brand Image and Positioning**
7.7.1. The Origins of Trademarks
7.7.2. What is a Brand?
7.7.3. The Need to Build a Brand
7.7.4. Brand Image and Positioning
7.7.5. The Value of Brands

7.8. **Image Management through Crisis Communication**
7.8.1. Strategic Communication Plan
7.8.2. When it All Goes Wrong: Crisis Communication
7.8.3. Cases

7.9. **The Influence of Promotions on Corporate Image**
7.9.1. The New Advertising Industry Landscape
7.9.2. Promotional Marketing
7.9.3. Features
7.9.4. Dangers
7.9.5. Promotional Types and Techniques

7.10. **Distribution and Image of the Point of Sale**
7.10.1. The Main Players in Commercial Distribution
7.10.2. The Image of Retail Distribution Companies through Positioning
7.10.3. Through its Name and Logo

Module 8. Public Opinion

8.1. The Concept of Public Opinion
8.1.1. Introduction
8.1.2. Definition
8.1.3. Public Opinion as a Rational Phenomenon and as a Form of Social Control
8.1.4. Phases in the Growth of Public Opinion as a Discipline
8.1.5. The 20th Century

8.2. Theoretical Framework of Public Opinion
8.2.1. Introduction.
8.2.2. Perspectives on the Discipline of Public Opinion in the 20th Century.
8.2.3. Twentieth Century Authors
8.2.4. Walter Lippmann: Biased Public Opinion
8.2.5. Jürgen Habermas: the Political-Value Perspective
8.2.6. Niklas Luhmann: Public Opinion as a Communicative Modality

8.3. Social Psychology and Public Opinion
8.3.1. Introduction
8.3.2. Psychosocial Variables in the Relationship of Persuasive Entities with their Public
8.3.3. The Name
8.3.4. Conformism

8.4. Media Influence Models
8.4.1. Introduction
8.4.2. Media Influence Models
8.4.3. Types of Media Effects
8.4.4. Research on Media Effects
8.4.5. The Power of the Media

8.5. Public Opinion and Political Communication
8.5.1. Introduction
8.5.2. Electoral Political Communication. Propaganda
8.5.3. Government Political Communication

8.6. Public Opinion and Elections
8.6.1. Introduction
8.6.2. Do Election Campaigns Influence Public Opinion?
8.6.3. The Effect of the Media in Election Campaigns as a Reinforcement of Opinions
8.6.4. Bandwagon and Underdog Effects

8.7. Government and Public Opinion
8.7.1. Introduction
8.7.2. Representatives and their Constituents
8.7.3. Political Parties and Public Opinion
8.7.4. Public Policies as an Expression of the Government's Action

8.8. The Political Intermediation of the Press
8.8.1. Introduction
8.8.2. Journalists as Political Intermediaries
8.8.3. Dysfunctions of Journalistic Intermediation
8.8.4. Reliance on Journalists as Intermediaries

8.9. Public Sphere and Emerging Models of Democracy
8.9.1. Introduction
8.9.2. The Public Sphere in the Information Society
8.9.3. The Public Sphere in the Information Society
8.9.4. Emerging Models of Democracy

8.10. Methods and Techniques for Public Opinion Research
8.10.1. Introduction
8.10.2. Opinion Polls
8.10.3. Types of Surveys
8.10.4. Analysis

Module 9. Social Media and Community Management

9.1. Introduction and Typology of Social Media
9.1.1. Social Media Against Traditional Media
9.1.2. What is a Social Network?
9.1.3. Evolution of Social Networks on the Internet?
9.1.4. Social Media Today
9.1.5. Features of Social Media on the Internet
9.1.6. Social Media Typology

9.2. Functions of the Community Manager
9.2.1. The Figure of the Community Manager and their Role in the Company
9.2.2. Community Manager Guide
9.2.3. The Profile of the Community Manager

9.3. Social Media within the Structure of the Business
9.3.1. The Importance of Social Media in the Company
9.3.2. The Different Profiles that Work in Social Media
9.3.3. How to Choose the Best Structure for Social Media Management
9.3.4. Customer Care on Social Media
9.3.5. Relationship of the Social Media Team with Other Departments in the Company

9.4. Introduction to Digital Marketing
9.4.1. The Internet: Making Marketing Infinite
9.4.2. Objectives of Marketing on the Internet
9.4.3. Key Concepts on the Internet
9.4.4. Operative Marketing on the Web
9.4.5. Search Engine Positioning
9.4.6. Social Media
9.4.7. Community Manager
9.4.8. e-Commerce

9.5. Social Media Strategic Plan and Social Media Plan
9.5.1. The Importance of Having a Social Media Plan Aligned with the Company's Strategic Plan
9.5.2. Previous Analysis
9.5.3. Objectives
9.5.4. Strategy
9.5.5. Actions
9.5.6. Budget
9.5.7. Schedules
9.5.8. Contingency Plan

9.6. Online Reputation

9.7. Main Social Media Outlets I
9.7.1. Facebook: Increase the Presence of Our Brand
9.7.2. Twitter: 140 Characters to Achieve the Objectives
9.7.3. LinkedIn. The Professional Social Network for Excellence

9.8. Main Social Media Outlets II
9.8.1. YouTube: The Second Most Important Search Engine on the Internet
9.8.2. Main Elements
9.8.3. Advertising
9.8.4. YouTube Analytics
9.8.5. Success Stories
9.8.6. Instagram and Pinterest. The Power of Image
9.8.7. Instagram
9.8.8. Success Stories
9.8.9. Pinterest

9.9. Blogs and Personal Branding
9.9.1. Definition
9.9.2. Typology

9.10. Tools for the Community Manager
9.10.1. Monitoring and Programming. Hootsuite
9.10.2. Specific Tools for Each Social Network
9.10.3. Active Listening Tools
9.10.4. URL Shortening Tools
9.10.5. Tools for the Generation of Content

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.

30%

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.

10%

8%

3%

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%

15%

4%
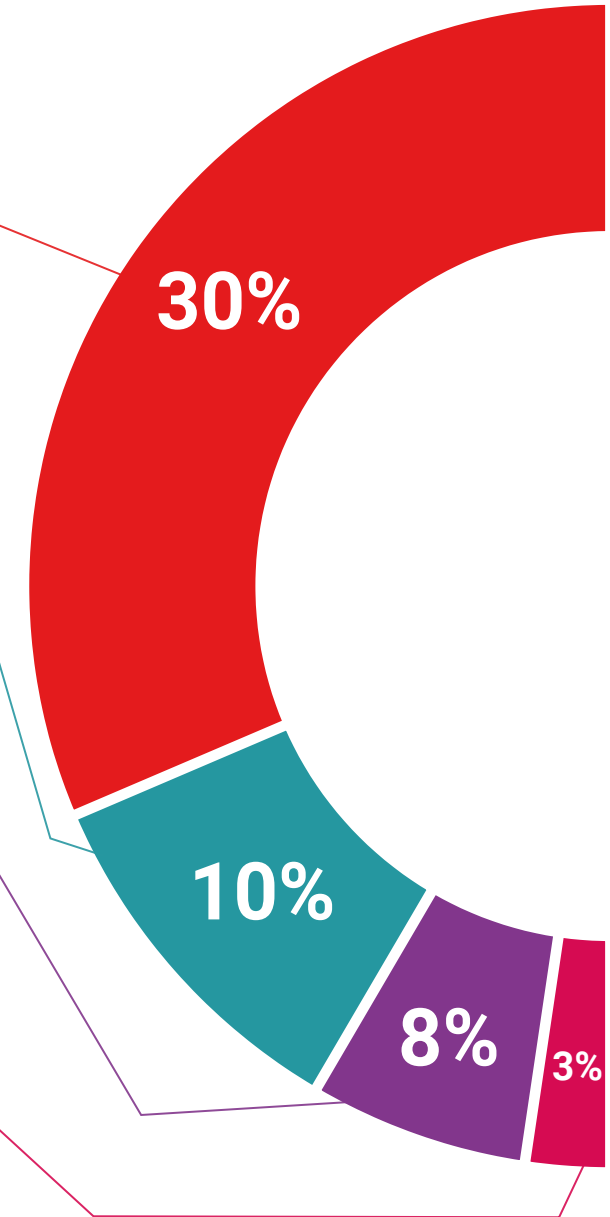
Case Studies

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

This Executive Master's Degree is designed for students who have previously completed degrees in the fields of Social and Legal Sciences or Administrative and Economic Sciences, as well as graduates of other related branches with experience in this sector, who want to deepen and update their knowledge in the field of digital communication and crisis management.

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

The Executive Master's Degree is also open to professionals who, being university graduates in any area, have two years of work experience in a related field.

Focus your future career in the world of advertising by graduating with TECH and ensure your professional success"

Average Age

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

Years of Experience

+14 years: **8.4%**

12-13 years: **14%**

10-11 years: **18.9%**

8-9 years: **27%**

5 years: **8%**

6-7 years: **23.7%**

Training

Business **50%**

Economics **29%**

Engineering **12%**

Social Sciences **9%**

Academic Profile

Operations **18%**

Sales and Marketing **16%**

Finance **15%**

General Management **14%**

Project Management **16%**

Consulting **12 %**

Planning and Accounting **9%**
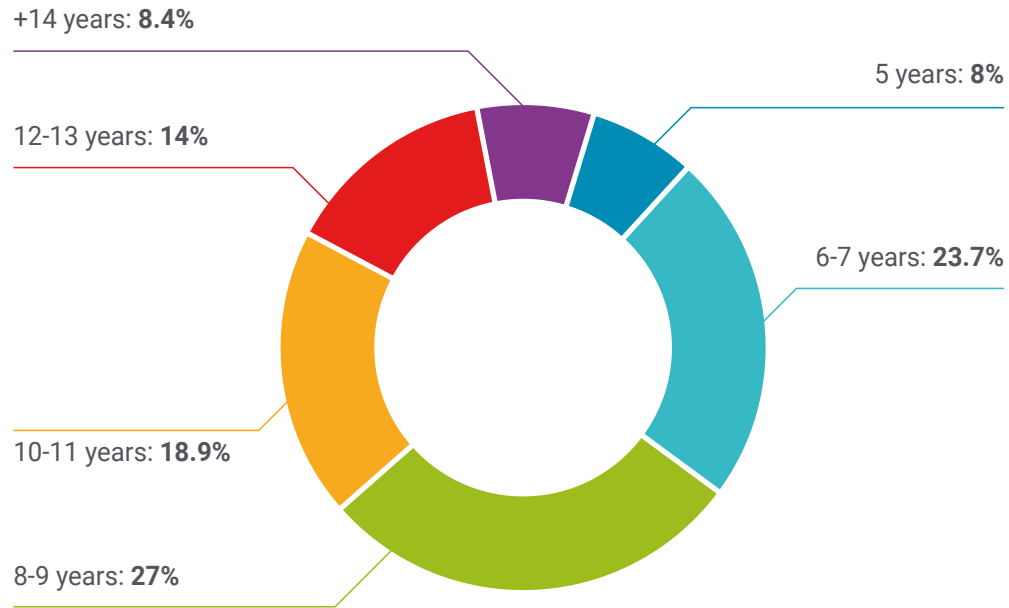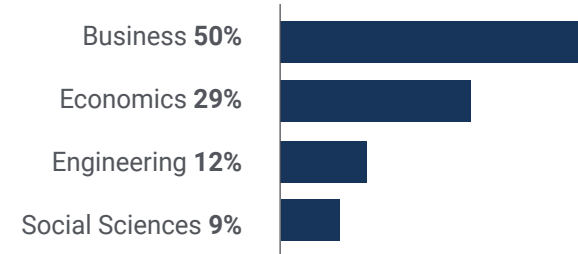
Geographical Distribution

Country	%
USA **5%**	
Spain **44%**	
Brazil 4%	
Mexico **14%**	
Colombia **8%**	
Chile **4%**	
Argentina **7%**	
Peru **8%**	
Ecuador **4%**	
Dominican Republic **2%**	
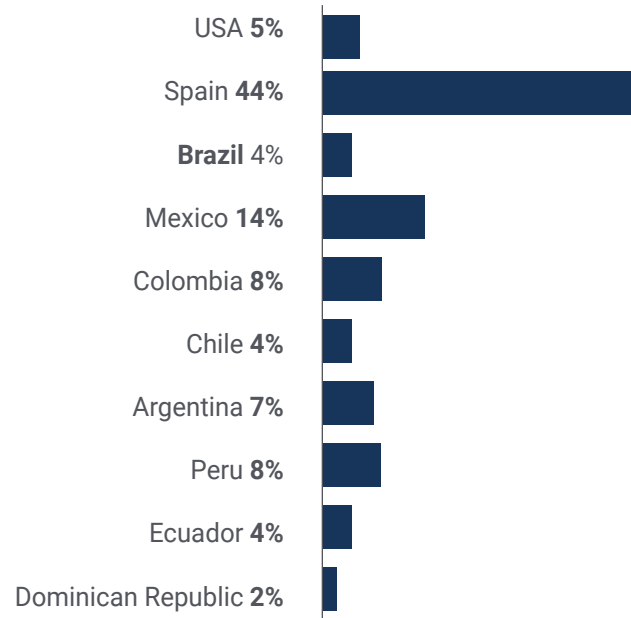
Servando Almazán

Junior Publicist

"Entering the world of advertising and succeeding with fresh ideas and powerful strategies is not easy. This program has given me several keys to succeed in my projects, managing to position new brands through their social networks, something that is not easy because of the competitiveness in the sector"

09

Impact on Your Career

TECH University is aware of the fact 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.

"

Boost your skills and become an essential link in the advertising field by managing the communication of important international brands".

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

The Executive Master's Degree in Advertising Communication from TECH is an intensive program that prepares students to face challenges and business decisions in the advertising communication environment, training them in a global sector with its own language.

Therefore, its main objective is to promote the student's personal and professional growth in order to achieve success in this field of work.

Take advantage of the opportunity offered by TECH and immerse yourself in the world of successful advertising communication.

If you want to position yourself in the advertising field, bet on communication, this TECH Executive Master's Degree will help you achieve it.

When the change occurs

During the program
12%

During the first year
62%

After 2 years
26%

Type of change

Internal Promotion **46%**

Change of Company **44%**

Entrepreneurship **10%**
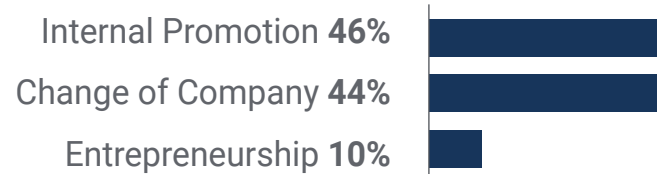
Salary increase

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

Salary before	A salary increase of	Salary after
$45,000	**25.00%**	**$56,700**

10
Benefits for Your Company

The Executive Master's Degree in Advertising Communication helps raise the organization's talent to its maximum potential by preparing high-level leaders.

Participating in this Professional Master's Degree is a unique opportunity to access a powerful network of contacts in which to find future professional partners, customers or suppliers.

"

Strengthen the company's links with its potential audience through effective advertising communication, the keys to which you will learn in this TECH program".

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

01

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

02

Retaining high-potential executives to avoid talent drain
This program strengthens the link between the company and the professional and opens new avenues for professional growth within the company.

03

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

04

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

05

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

06

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

11

Certificate

The Executive Master's Degree in Advertising Communication guarantees students, in addition to the most rigorous and up-to-date education, access to a Professional Master's Degree diploma issued by TECH Global University.

A qualification like this will broaden your career options in the world of advertising. Don't hesitate and bet on TECH"

This program will allow you to obtain your **Executive Master's Degree diploma in Advertising Communication** endorsed by **TECH Global University**, the world's largest online university.

TECH Global University is an official European University publicly recognized by the Government of Andorra (*official bulletin*). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.
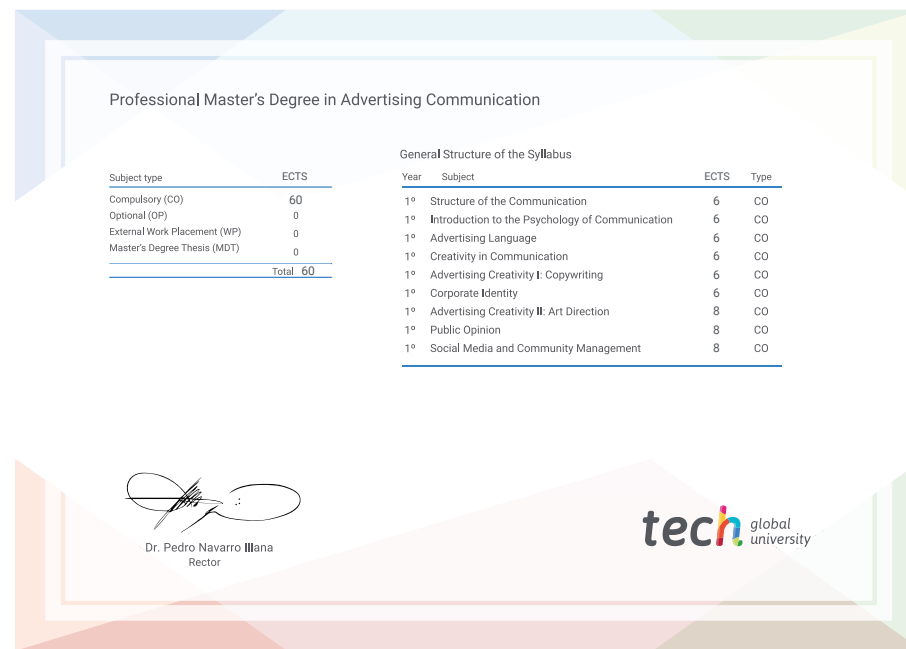
This **TECH Global University** title is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Executive Master's Degree in Advertising Communication**

Modality: **online**

Duration: **12 months**

Accreditation: **60 ECTS**

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tech global university

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

Executive Master's Degree in Advertising Communication

This is a program of 1,500 hours of duration equivalent to 60 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

Professional Master's Degree in Advertising Communication

Subject type	ECTS
Compulsory (CO)	60
Optional (OP)	0
External Work Placement (WP)	0
Master's Degree Thesis (MDT)	0
Total	60

General Structure of the Syllabus

Year	Subject	ECTS	Type
1º	Structure of the Communication	6	CO
1º	Introduction to the Psychology of Communication	6	CO
1º	Advertising Language	6	CO
1º	Creativity in Communication	6	CO
1º	Advertising Creativity I: Copywriting	6	CO
1º	Corporate Identity	6	CO
1º	Advertising Creativity II: Art Direction	8	CO
1º	Public Opinion	8	CO
1º	Social Media and Community Management	8	CO

Dr. Pedro Navarro Illana
Rector

tech global university

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*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.

Executive Master's Degree
Advertising Communication

- » Modality: **online**
- » Duration: **12 months**
- » Certificate: **TECH Global University**
- » Dedication: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **online**

Executive Master's Degree
Advertising Communication

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