# Executive Master's Degree
## Advertising Creativity

MAC

tech *technological university*

# Executive Master's Degree
## Advertising Creativity

- » Modality: **online**
- » Duration: **12 months**
- » Certificate: **TECH Technological University**
- » Dedication: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **online**
- » Target Group: **University graduates, diploma and degree holders who have previously completed any of the degrees in the field of Social and Legal Sciences, Administration and Business Administration**

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

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# 01
# Welcome

In a highly demanding business environment, advertising is essential to capture the attention and loyalty of the target audience. Thus, its implementation is crucial to generate competitive advantages over competitors and increase the sales capacity of businesses. Consequently, professionals must have extensive creative skills to promote cutting-edge advertising strategies that lead companies to excel in their industry. For this reason, TECH has designed this program, through which the student will assimilate the most effective techniques for the development of advertisements and brand image. In addition, you will do so while enjoying a revolutionary 100% online learning experience that will enable you to study without neglecting your personal and work obligations.

Executive Master's Degree in Advertising Creativity
TECH Technological University

*Improve your skills in Advertising Creativity and design communication strategies that contribute to increase your company's competitive advantages"*

# 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 Technological 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:**

### 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 (postgraduate learning methodology with the best international valuation) with the Case Study. Tradition and vanguard in a difficult balance, and in the context of the most demanding educational 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 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 Technological University community.

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

04

# Objectives

This program has been designed with the objective of providing the student with a complete vision of the field of Advertising Creativity. Through 12 months of intensive learning, you will delve into the generation of ads for different media or techniques to extract the maximum performance from advertising in different digital environments. All this, from a theoretical-practical perspective that will guarantee the applicability of the knowledge acquired in the professional environment.

" *Adopt cutting-edge strategies to analyze target audiences and design advertising strategies based on their particular needs"*

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

The **Executive Master's Degree in Advertising Creativity** will qualify the student 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

**02** Examine the best conditions to stimulate creativity

**03** Stimulate the generation of innovative ideas

**04** Detail how the advertising creative thinking software works

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

**06** Detailed analysis of 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 the *claim* and the 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

# Skills

The completion of this program will allow students to acquire a series of competencies that will enable them to excel in the field of Advertising in only 1,500 hours of learning. Thus, you will gain the ability to design, plan and direct the implementation of effective and fully cutting-edge advertising strategies, adapting with solvency to different and completely changing business environments.

*Acquire professional skills that will enable you to design, plan and manage advertising strategies in volatile business environments"*

**01** Applying rhetorical thinking in business communication

**02** Planning creative advertising strategies in the digital world

**03** Creating impactful advertisements

**04** Introduce creative media strategies

**05** Applying creativity in multimedia environments

**06** Learn how to apply creativity in event organization

**08** Analyze in detail the campaign strategy, the political brand identity, the human team and a project model

**09** Devising strategies to mobilize voters in political campaigns

**07** Designing a social media plan

**10** Implementing strategies to regain brand credibility

## 06
# Structure and Content

The Executive Master's Degree in Advertising Creativity is a program taught in a 100% online format that will lead students to obtain the skills required to implement ingenious and successful advertising strategies. Throughout this program, you will explore aspects such as the development of advertisements, creative techniques for social networks or the most effective branded content strategies.

"
*Study from the comfort of your own home thanks to the 100% online methodology of this program"*

## Syllabus

This program of TECH Technological University consists of 10 in-depth modules through which students will significantly increase their knowledge and skills in the field of Advertising.

Through each of its modules, you will acquire a set of competencies that will enable you to carry out creative advertising strategies that successfully impact your target audience. You will have the opportunity to delve into techniques for generating innovative ideas and advertisements or cutting-edge methods for creating and positioning a brand.

In addition, all the contents that the student will have throughout this program will be available in a wide variety of study formats, including interactive summaries, videos and complementary readings. In this way, the student will be able to adapt learning to his or her own academic needs and preferences.

It is, therefore, a unique opportunity to expand professional skills in a 100% online way, without having to make uncomfortable daily trips to study centers and enjoying dynamic and attractive didactic materials.

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

| Module 1 | Creative Publicist |
|----------|--------------------|
| Module 2 | The generation of advertising ideas |
| Module 3 | How to create ads |
| Module 4 | How to create a brand |
| Module 5 | Branded Content |
| Module 6 | Digital creativity |
| Module 7 | Creativity in social networks |
| Module 8 | Personal branding and political campaigns |
| Module 9 | Applied advertising creativityCreative Publicist |
| Module 10 | Competencies of an advertising creative |

## Where, When and How is it Taught?

TECH offers the possibility of developing this Executive Master's Degree in Advertising Creativity completely online. Throughout the 12 months of the educational program, 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. 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, etc., 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-creatives**
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
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.** The generation of advertising ideas

### 2.1. What Does It Take to Get to the Idea
2.1.1. State the problem
2.1.2. Stopping to think, the first step to differentiate yourself
2.1.3. Think, reflect, think again and so on for several days
2.1.4. Convincing yourself to get there
2.1.5. A creative environment stimulates creativity
2.1.6. How your creativity is contagious
2.1.7. Get out of the office, live, enjoy
2.1.8. The creative briefing
2.1.9. Creative demand
2.1.10. Break with the established
2.1.11. The key word: partnership

### 2.2. Creative thinking
2.2.1. People who have theorized about creative thinking
2.2.2. Key aspects to stimulate creative thinking according to de Bono
2.2.3. Conclusions

### 2.3. Creative Process
2.3.1. The creative concept
2.3.2. The creative strategy in function of the product life cycle
2.3.3. Launching strategies

### 2.4. The advertising creative's software
2.4.1. Actions of creative advertising thinking
2.4.2. Phases
2.4.3. Possibilities of use
2.4.4. Safety rules
2.4.5. Thought process

### 2.5. The Creative Team
2.5.1. The copy or copywriter
2.5.2. The designer and the art director
2.5.3. The creative director
2.5.4. The creative
2.5.6. Six thinking hats

### 2.6. Rhetorical thinking
2.6.1. Most used rhetorical figures
2.6.2. Importance of rhetorical figures in commercial communication
2.6.3. Examples of rhetorical advertisements

### 2.7. Designing with creativity
2.7.1. Image manipulation
2.7.2. Production
2.7.3. Visual rhetoric
2.7.4. Typography in advertising

### 2.8. Recommendations to create
2.8.1. Meaningful copy
2.8.2. Phrases of the great advertising creatives
2.8.3. Recommendations of famous designers

### 2.9. Types of Creativity
2.9.1. Artistic
2.9.2. Scientist
2.9.3. Technological.
2.9.4. Enterprise
2.9.6. Advertising
2.9.7. Designers

### 2.10. Creative Profiles
2.10.1. Visionaries
2.10.2. Experimenters
2.10.3. Observers
2.10.4. Connectors
2.10.5. Analytical
2.10.6. Collaborators
2.10.7. Narrators

## Module 3. How to create ads

### 3.1. How an advertising creative thinks
3.1.1. How he thinks in a natural way
3.1.2. How he thinks professionally
3.1.3. Conclusions

### 3.2. The strategic importance of the target
3.2.1. The essential motivation
3.2.2. Benefits of knowing the target
3.2.3. How to analyze target audience data
3.2.4. Insight in advertising

### 3.3. How to structure the message
3.3.1. Communication axis
3.3.2. Concept of Communication
3.3.3. Transmission scheme

### 3.4. Where to create in communication
3.4.1. The Name
3.4.2. Certificate
3.4.3. The spot
3.4.4. The radio spot
3.4.5. Outdoor Advertising
3.4.6. Others

### 3.5. Art Direction
3.5.1. How many elements
3.5.2. Size hierarchy
3.5.3. Copy?
3.5.4. Cost savings
3.5.5. The Brand's Style
3.5.6. Obviousness
3.5.7. If it does not contribute, etc

### 3.6. Creative Techniques
3.6.1. The keys to advertising
3.6.2. Advertising genres and styles
3.6.3. Conclusions

### 3.7. How to create advertising
3.7.1. How to get free publicity
3.7.2. How to get a brand in the news
3.7.3. Conclusions

### 3.8. Digital creativity
3.8.1. Digital creativity
3.8.2. Digital advertising
3.8.3. Conclusions

### 3.9. How to create creative ads
3.9.1. A striking visual concept
3.9.2. A text that excites
3.9.3. Surprise
3.9.4. Types of Creativity
3.9.5. Test and optimize

### 3.10. The future of creative research
3.10.1. Artificial Intelligence
3.10.2. Virtual Reality and Augmented Reality
3.10.3. Online collaboration
3.10.4. Data-driven research

## Module 4. How to create a brand

### 4.1. Psychological Advertising Models
4.1.1. Henry Joanis' model
4.1.2. Fishbein model
4.1.3. Rosser Reeves model
4.1.4. David Ogilvy model

### 4.2. Creative Currents in Advertising
4.2.1. USP
4.2.2. Brand image
4.2.3. Permanent values
4.2.4. Spectacle advertising
4.2.5. The transgression of codes
4.2.6. The attraction of content

### 4.3. What is the purpose of a brand?
4.3.1. Utilities
4.3.2. How a need is created
4.3.3. Differences between logo and brand
4.3.4. The origin of trademarks
4.3.5. Brand Wheel
4.3.6. Brand Positioning
4.3.7. When a brand is born
4.3.8. Brand, the difference
4.3.9. Creativity is the luxury

### 4.4. The logical ladder in brand building
4.4.1. The Name
4.4.2. Attributes
4.4.3. Benefits
4.4.4. Group
4.4.5. Spokesperson
4.4.6. Role Playing

### 4.5. The claim and the slogan
4.5.1. Differences between claim and slogan
4.5.2. The claim and the slogan as a sales argument
4.5.3. Claims or slogans to create content

### 4.6. Creative Strategy
4.6.1. The advertising strategy with a creative approach
4.6.2. How to be creative in the strategy
4.6.3. Creative strategies used in advertising and marketing
4.6.4. Differences between marketing strategy and advertising strategy

### 4.7. Creative content strategies
4.7.1. User-Generated Content
4.7.2. Influencer Marketing
4.7.3. Interactive Experiences
4.7.4. A striking visual concept
4.7.5. Emotional narrative
4.7.6. Use of new platforms and formats

### 4.8. Creativity in media planning
4.8.1. Media Planning
4.8.2. Creative media planning
4.8.3. Examples of surprising media planning

### 4.9. Types of advertising content
4.9.1. Sponsored content
4.9.2. Linking brands with macro contents
4.9.3. Creation of Websites Based on Audiovisual Content
4.9.4. Creating for social networks
4.9.5. Creating for cell phones
4.9.6. Create for video games
4.9.7. Creating interactive content
4.9.8. Create content directly for brands

### 4.10. Current context of brands
4.10.1. Advertising in the digital environment
4.10.2. Customer experience
4.10.3. Conclusions

## Module 5. Branded Content

### 5.1. What is branded content?
5.1.1. How is advertising similar to branded content?
5.1.2. What is needed to create it
5.1.3. Typology
5.1.4. What content will be successful
5.1.5. Characteristics of viral videos
5.1.6. Utilities

### 5.2. What is Content Marketing?
5.2.1. Relevant and useful content
5.2.2. Interactive content
5.2.3. Storytelling
5.2.4. Multiplatform, crossmedia and transmedia content
5.2.5. Added value
5.2.6. Creativity in social networks
5.2.7. How to succeed in social networks
5.2.8. How to make our contents reach

### 5.3. Multimedia creativity
5.3.1. Podcast
5.3.2. *Videocast*
5.3.3. *Photosaring*
5.3.4. Presentation platform
5.3.5. Videos

### 5.4. What is an event?
5.4.1. What Is It?
5.4.2. Difference between the creativity of an advertisement and that of an event
5.4.3. The interactivity of an advertisement and the interactivity of an event

### 5.5. Why an event is held
5.5.1. Celebration and entertainment
5.5.2. Marketing and promotion
5.5.3. Education and Training
5.5.4. Networking and connections
5.5.5. Social responsibility and fundraising

### 5.6. How the event idea is created
5.6.1. How to generate creative ideas
5.6.2. How to develop a detailed proposal
5.6.3. Conclusions

### 5.7. Where and how to organize an event
5.7.1. The right event in the right place
5.7.2. The right budget
5.7.3. No room for improvisation
5.7.4. The right food
5.7.5. What can go wrong at an event. Examples:
5.7.6. A plan B

### 5.8. How to excite in an event
5.8.1. Surprise in events
5.8.2. Empathy in events
5.8.3. Feelings

### 5.9. Creativity throughout the organization process
5.9.1. Creativity in the generation of the idea
5.9.2. Creativity in the design of the experience
5.9.3. Creativity in planning and logistics
5.9.4. Creativity in the design of materials and promotion
5.9.5. Creativity in the development of interactive and participatory experiences
5.9.6. Surprises and unexpected elements
5.9.7. Creativity in entertainment and content
5.9.8. Creativity in on-the-fly problem-solving
5.9.9. Creativity even at pick-up time
5.9.10 Pre-event and post-event creativity

### 5.10. Virtual events
5.10.1. What is a virtual event
5.10.2. Differences between a virtual event and a face-to-face
5.10.3. Creativity in virtual events

**Module 6.** Digital creativity

**6.1. What is digital creativity?**
6.1.1. Digital technologies to create
6.1.2. Digital techniques to boost creativity
6.1.3. Conclusions

**6.2. Differences between digital advertising and digital marketing**
6.2.1. Description of digital marketing
6.2.2. Description of digital advertising
6.2.3. Conclusions

**6.3. Creativity in digital advertising**
6.3.1. Banners
6.3.2. Search Ads
6.3.3. Video ads
6.3.4. Native ads
6.3.5. Social media ads
6.3.6. Display advertising
6.3.7. Augmented reality ads
6.3.8. Email advertisements

**6.4. Creativity in digital marketing**
6.4.1. Content generation
6.4.2. Relevance and value
6.4.3. Diversity of formats
6.4.4. Positioning as an expert
6.4.5. Frequency and consistency
6.4.6. Measuring results

**6.5. SEO (*Search Engine Optimization*)**
6.5.1. Search Engine Optimization
6.5.2. SEO Metrics
6.5.3. Conclusions

**6.6. E-mail Marketing**
6.6.1. Promotion of products and services
6.6.2. News and relevant information
6.6.3. Follow-up and loyalty
6.6.4. Automation

**6.7. Social media marketing**
6.7.1. Increased reach and visibility
6.7.2. Fostering a community
6.7.3. Creating inspirational content
6.7.4. Generating leads and conversions
6.7.5. Collaborations with influencers
6.7.6. Feedback and improvement
6.7.7. Branding and authority

**6.8. Affiliate marketing**
6.8.1. Targeting strategies
6.8.2. Search Tools
6.8.3. How to apply creativity
6.8.4. Examples:

**6.9. Influencer Marketing**
6.9.1. Targeting strategies
6.9.2. Search Tools
6.9.3. How to apply creativity
6.9.4. Examples

**6.10. Social media plan**
6.10.1. Structure and basic content
6.10.2. Creative examples
6.10.3. Conclusions

## Module 7. Creativity in social networks

**7.1. Creativity in TikTok**
7.1.1. Technical aspects of use
7.1.2. How to be creative in TikTok
7.1.3. Examples

**7.2. Creativity in X**
7.2.1. Technical aspects of use
7.2.2. How to be creative in X
7.2.3. Examples

**7.3. Creativity on Facebook**
7.3.1. Technical aspects of use
7.3.2. How to be creative on Facebook
7.3.3. Examples

**7.4. Creativity on Instagram**
7.4.1. Technical aspects of use
7.4.2. How to be creative on Instagram
7.4.3. Examples

**7.5. Creativity on LinkedIn**
7.5.1. Technical aspects of use
7.5.2. How to be creative on LinkedIn
7.5.3. Examples

**7.6. Creativity on YouTube**
7.6.1. Technical aspects of use
7.6.2. How to be creative on YouTube
7.6.3. Examples

**7.7. Creativity on Whatsapp**
7.7.1. Technical aspects of use
7.7.2. How to be creative in Whatsapp
7.7.3. Examples

**7.8. Creativity for blogs**
7.8.1. Technical aspects of use
7.8.2. How to be creative in a blog
7.8.3. Examples

**7.9. Creativity for newsletters**
7.9.1. Technical aspects of use
7.9.2. How to be creative in a newsletter
7.9.3. Examples

**7.10. Creativity in Wikipedia**
7.10.1. Technical aspects of use
7.10.2. How to be creative on Wikipedia
7.10.3. Examples

## Module 8. Personal branding and political campaigns

**8.1. Personal Brand**
8.1.1. Personal branding wheel
8.1.2. Creative Personal Brands
8.1.3. Examples

**8.2. Personal brand development**
8.2.1. Positioning
8.2.2. Storytelling
8.2.3. Social media
8.2.4. Advertising and self-promotion

**8.3. Creative networking strategies**
8.3.1. Events and conferences
8.3.2. Online groups and communities
8.3.3. Collaborations

**8.4. Guide to a political campaign**
8.4.1. Candidacy analysis
8.4.2. Context analysis
8.4.3. Objectives

**8.5. Candidate training**
8.5.1. Emotional Intelligence
8.5.2. Social intelligence
8.5.3. Attitude, aptitude, vision, mistakes

**8.6. Strategy**
8.6.1. Campaign fundamentals
8.6.2. Achieving objectives
8.6.3. Schedule
8.6.4. An accompanying person

**8.7. Brand Identity**
8.7.1. Claim
8.7.2. Graphic image
8.7.3. Digital window
8.7.4. Advertising

**8.8. Human Resources**
8.8.1. Vision
8.8.2. Roles
8.8.3. Examples

**8.9. Project model**
8.9.1. Thematic pillars
8.9.2. Essential motivation
8.9.3. Examples

**8.10. Mobilization**
8.10.1. Acts
8.10.2. The tide
8.10.3. Conclusions

## Module 9. Applied advertising creativityCreative Publicist

**9.1. The Metaverse**
9.1.1. What Is It?
9.1.2. What creative opportunities it offers
9.1.3. Examples

**9.2. Metaverse companies**
9.2.1. Metaverse customers
9.2.2. NFTs
9.2.3. Business sectors
9.2.4. Working in the metaverse
9.2.5. Blockchain and metaverse

**9.3. The leap to the metaverse**
9.3.1. Digital humanization
9.3.2. Avatarization
9.3.3. The Future

**9.4. Artificial intelligence and generation of content for the metaverse**
9.4.1. AI
9.4.2. Contents
9.4.3. Texts
9.4.4. The audios
9.4.5. Images
9.4.6. The world of work

**9.5. Let's imagine the era of the metaverse and artificial intelligence**
9.5.1. What creative opportunities it offers
9.5.2. Examples
9.5.3. Conclusions

**9.6. Trademark monopoly**
9.6.1. A single metaverse
9.6.2. Trademark distribution chains
9.6.3. The consumer shareholder

**9.7. How will creatives work in this new era?**
9.7.1. Skills
9.7.2. Attitudes
9.7.3. Conclusions

**9.8. Creative opportunities metaverse**
9.8.1. Immersive Experiences
9.8.2. Brand Avatars
9.8.3. Virtual Events
9.8.4. Personalization
9.8.5. Creative collaborations
9.8.6. Augmented Reality
9.8.7. Native Advertising
9.8.8. Constant Innovation

**9.9. Creative opportunities IA**
9.9.1. Personalized Content Generation
9.9.2. Marketing Campaign Optimization
9.9.3. Design and Creation of Images and Videos
9.9.4. Augmented Reality (AR) and Virtual Reality (VR)
9.9.5. Generative Music and Art
9.9.6. Automation of Creative Processes
9.9.7. Value Links

**9.10. Neuroscience**
9.10.1. Cognitive neuroscience
9.10.2. Neuromarketing
9.10.3. Emotional neuroscience

## Module 10. Competencies of an advertising creative

### 10.1. Professions
10.1.1. Professions related to marketing
10.1.2. Professions related to advertising
10.1.3. Examples

### 10.2. How to spot talent
10.2.1. Skills related to advertising creativity
10.2.2. Activities related to advertising creativity
10.2.3. Examples

### 10.3. How to get a job in advertising creativity
10.3.1. How to apply for a job in a creative way
10.3.2. How to build a brand that will guarantee you job stability
10.3.3. How to face a period of unemployment
10.3.4. How to adapt to changes in the industry

### 10.4. How to act in the workplace
10.4.1. When you are successful
10.4.2. When you fail
10.4.3. How to integrate

### 10.5. How to act when your brand loses credibility in the industry
10.5.1. Repositioning the brand
10.5.2. Reactivate the brand
10.5.3. Examples

### 10.6. Trajectories of creative people who have become references
10.6.1. Marketing creatives
10.6.2. Advertising creatives
10.6.3. Examples

### 10.7. Reference companies' track records
10.7.1. Companies and marketing departments
10.7.2. Advertising companies
10.7.3. Examples

### 10.8. How to succeed
10.8.1. What is success
10.8.2. Think well and you will be right
10.8.3. Examples

### 10.9. How is the life of the creative
10.9.1. At Work
10.9.2. Outside of work
10.9.3. Conclusions

### 10.10. How to enjoy the creative profession
10.10.1. Passion for creativity
10.10.2. Managing stress and creative block
10.10.3. Cultivating personal creativity

*Learn how to get the most out of social networks and create advertising strategies adapted to new digital environments"*

# 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%**
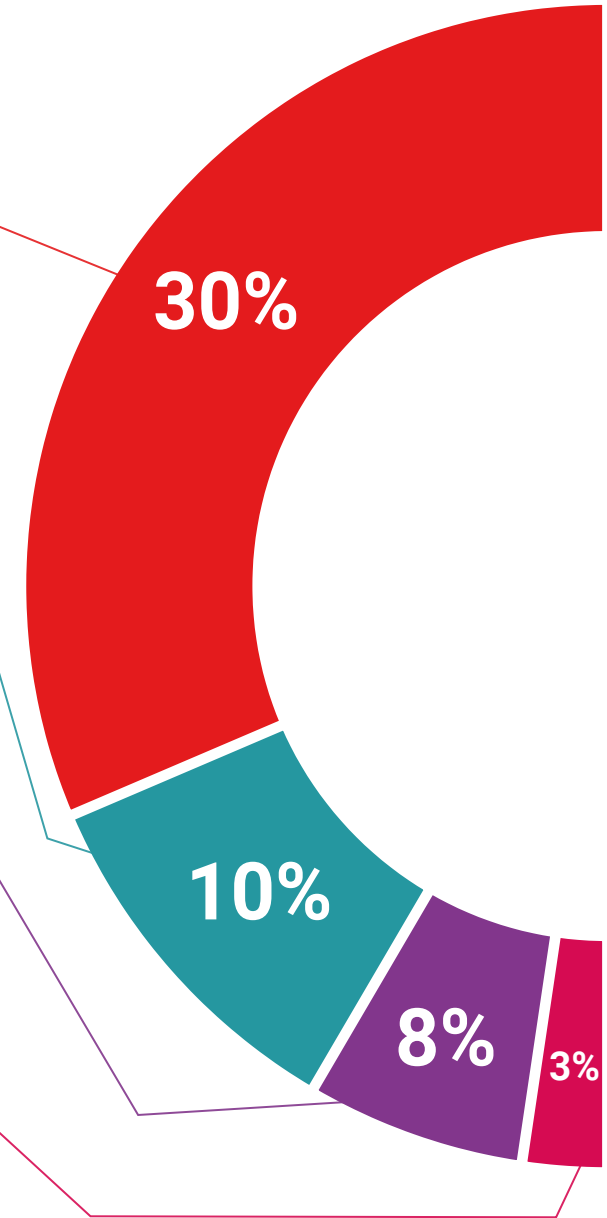
### Case Studies

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 Executive Master's Degree is aimed at Graduates who have previously completed any of the following degrees in the field of Social and Legal Sciences, Administration and Economics.

The diversity of participants with different academic profiles and from multiple nationalities makes up the multidisciplinary approach of this program.

The Executive Master's Degree can also be taken by professionals who, being university graduates in any area, have two years of work experience in the field of Advertising.
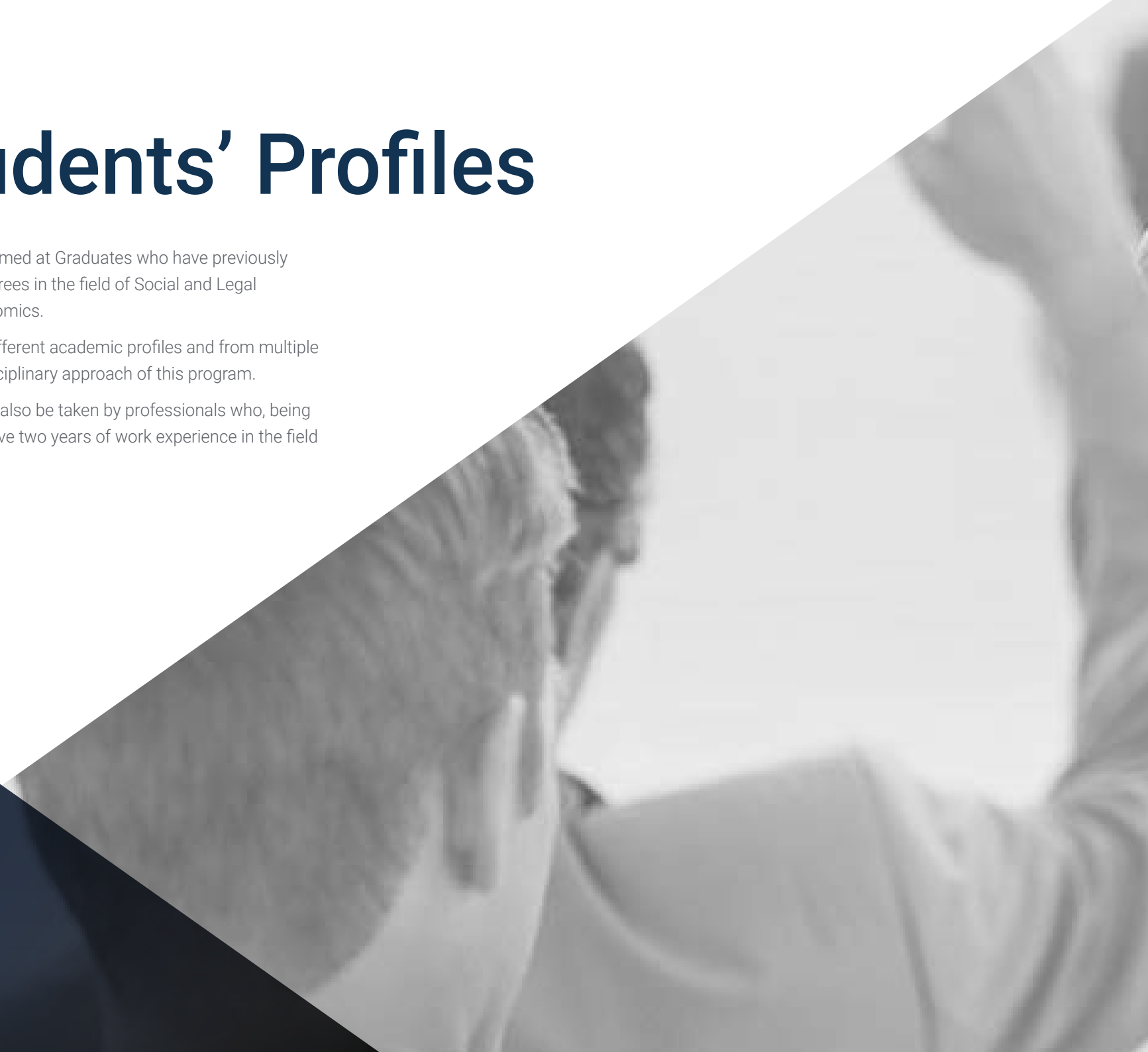
*Increase your skills in Advertising Creativity without neglecting your professional obligations"*

## Average Age

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

## Years of Experience

More than 15 years **21%**

10-15 years **35%**

5-10 years **30%**

5 years **14%**

## Training

Marketing and Advertising **40%**

Journalism **25%**

Public Relations **20%**

Other **15%**

## Academic Profile

Marketing and Advertising **40%**

Comunication **35%**

Entrepreneurs **15%**

Other **10%**
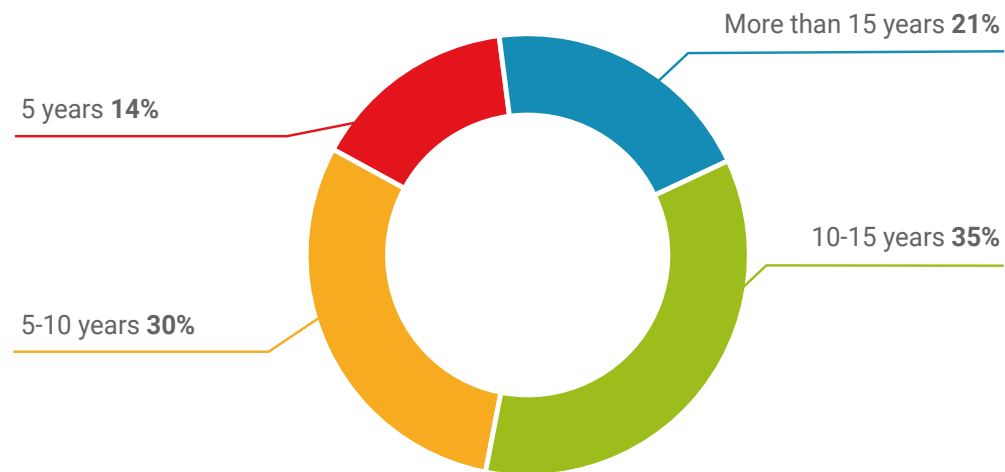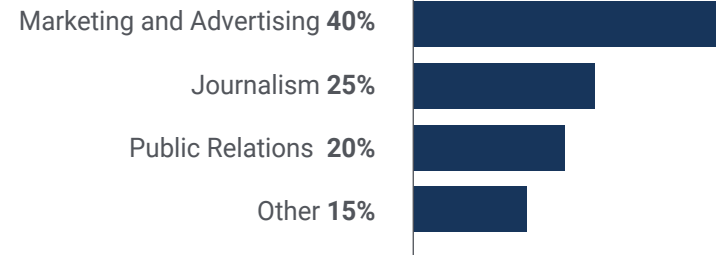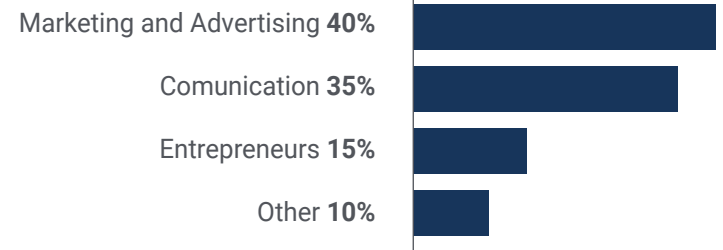
## Geographical Distribution

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

Spain **45%**

Mexico **30%**

Colombia **12%**
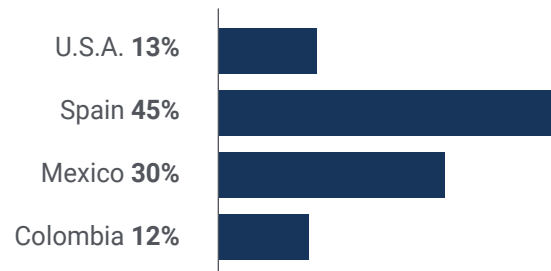
# Mario García Ruiz

**Marketing and Advertising Director**

*"I have been impressed with the quality of the contents of this Master's Degree. 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"*

# Course Management

In its maxim of preserving the educational quality so characteristic of its degrees, TECH has appointed an excellent group of publicists with extensive experience in the sector as responsible for directing and teaching this degree. All these professionals are in charge of elaborating all the didactic resources of this Executive Master's Degree. Therefore, the knowledge assimilated by the student will be fully applicable in the working world.

*Excellent publicists with extensive experience in the industry will provide you with the most professionally applicable knowledge"*

## Management



### Mr. Fernando Labarta Vélez

- 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. Jorge David Fernández**

- Advertising Specialist
- University Professor at the Seville University
- Researcher
- Author of a variety of publications such as Strategic advertising Mechanisms: from copy strategy to iconic brands

**Ms. Esther Pino Tovar**

- Director at Creative Director and Illustrator
- Co-founder of Creative Director & Illustrator
- Freelance writer at Naming
- Creative director at DoubleYou
- Degree in Advertising and Public Relations at the Barcelona University
- Diploma in Teaching from the Alcalá University

## Mr. Pablo Morro

- 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
- Teacher in courses 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

## Mr. Esteban Tabares

- Creative Director at Rocksteady Advertising
- Creative Director and Founder of Rocksteady Advertising
- Creative Director at Tango° Agency
- Creative Director at Geometry Global
- Creative Director at Ogilvy Action
- Degree in Advertising and Public Relations
- Underground BA Creativity School
- Triple PostGraduate Certificate in Conceptualization, Copywriting and Art Direction

## Ms. Pita, Eva

- CEO of L'Evita Creatividad
- Graduate in Advertising from the Barcelona University

# 10
# Impact on Your Career

TECH has promoted the creation of this program in Advertising Creativity with the idea of boosting the professional career of all those students who take it. To this end, it has assembled an excellent group of experts in Advertising, who will provide you with the best knowledge and the most cutting-edge skills in this field, thus guaranteeing a complete vision of the sector in just 12 months of learning.

*Boost your professional career in just 12 months with the best experts in Advertising"*

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

TECH's Executive Master's Degree in Advertising Creativity is an intensive program that prepares you to face challenges and business decisions in the field of Advertising. The main objective is to promote your personal 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.

*Take the Executive Master's Degree program in Advertising Creativity and significantly boost your career prospects in the world of Advertising.*

*Achieve your desired salary increase in a short period of time after completing this TECH program.*

## When the change occurs

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

## Type of change

Internal Promotion **50%**

Change of Company **45%**

Entrepreneurship **5%**
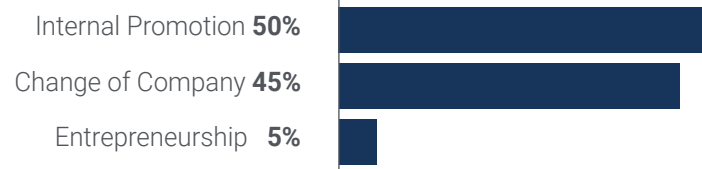
## Salary increase

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** |

11

# 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 specialization 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.

# 12
# Certificate

The Executive Master's Degree in Advertising Creativity guarantees students, in addition to the most rigorous and up-to-date education, access to a Executive Master's Degree diploma issued by TECH Technological University.
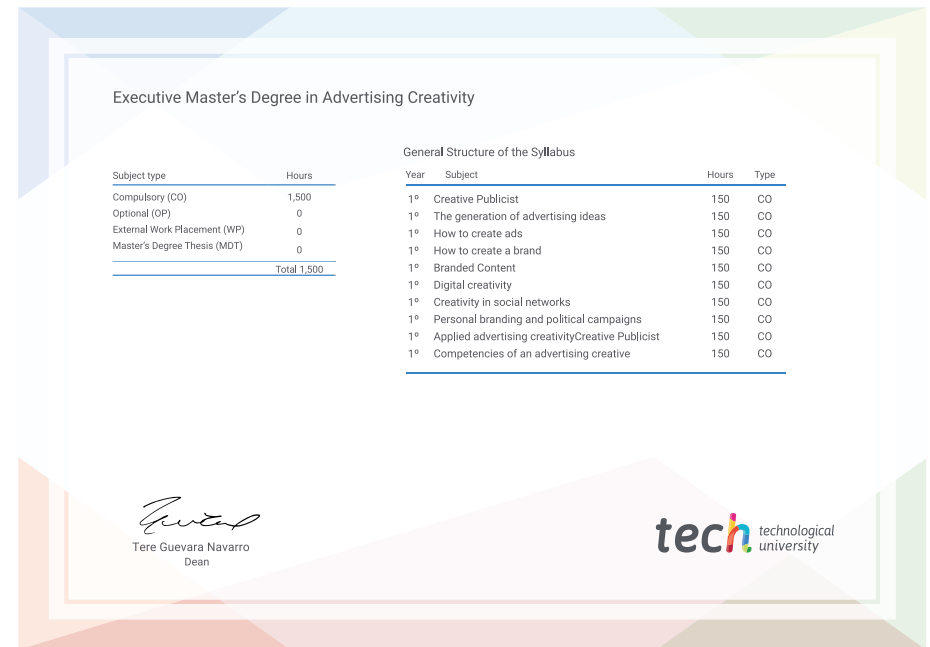
*Successfully complete this program and receive your university qualification without having to travel or fill out laborious paperwork"*

This **Executive Master's Degree in Advertising Creativity** contains the most complete and up-to-date program on the market.

After the students has passed the assessments, they will receive their corresponding **Executive Master's Degree** diploma issued by **TECH Technological University** via tracked delivery*.

The certificate issued by **TECH Technological University**will reflect the qualification obtained in the Executive Development Program, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Program: **Executive Master's Degree in Advertising Creativity**
Official Nº of Hours: **1.500 h.**

tech technological university

Awards the following
**CERTIFICATE**
to

Mr./Ms. _____ with identification number _____.
For having successfully passed and accredited the following program

**EXECUTIVE MASTER'S DEGREE**
in

Advertising Creativity

This is a qualification awarded by this University, equivalent to 1,500 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

Unique TECH Code: AFWORD23S    techtitute.com/certificates

Executive Master's Degree in Advertising Creativity

| Subject type | Hours |
|---|---|
| Compulsory (CO) | 1,500 |
| Optional (OP) | 0 |
| External Work Placement (WP) | 0 |
| Master's Degree Thesis (MDT) | 0 |
| Total | 1,500 |

General Structure of the Syllabus

| Year | Subject | Hours | Type |
|---|---|---|---|
| 1º | Creative Publicist | 150 | CO |
| 1º | The generation of advertising ideas | 150 | CO |
| 1º | How to create ads | 150 | CO |
| 1º | How to create a brand | 150 | CO |
| 1º | Branded Content | 150 | CO |
| 1º | Digital creativity | 150 | CO |
| 1º | Creativity in social networks | 150 | CO |
| 1º | Personal branding and political campaigns | 150 | CO |
| 1º | Applied advertising creativityCreative Publicist | 150 | CO |
| 1º | Competencies of an advertising creative | 150 | CO |

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Dean

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*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.

# tech technological university

## Executive Master's Degree
### Advertising Creativity

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

# Executive Master's Degree
## Advertising Creativity

**tech** technological university