Executive Master's Degree

MBA in Advertising and Public Relations Management

MBAAPRM

tech technological university

Executive Master's Degree
MBA in Advertising and Public Relations Management

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

Website: **www.techtitute.com/pk/school-of-business/executive-master-degree/master-mba-advertising-public-relations-management**

Index

01
Welcome

Public Relations is fundamental within organizations because it contributes to the strategic management of the communication of any organization. Therefore, the essence consists of knowing, managing and investigating the different audiences that an organization has. In this sense, it is directly related to the advertising environment, a landscape in which various communicative agents are involved. Therefore, this program to offer the professional a global and complete vision of the fundamentals of the advertising system, its history and protagonists, focusing on the creative process, planning and the impact of its potential social effects. In this way, it configures the first theoretical and practical pillars to qualify the student to make strategic decisions in the field of persuasive communication.

MBA in Advertising and Public Relations Management.
TECH Technological University

Deepen your knowledge of the fundamentals of the advertising system and successfully carry out strategic communication management in any field thanks to this Executive Master's Degree from TECH"

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 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:

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 Technological University community.

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

04
Objectives

This program is designed for students to strengthen their leadership skills in the field of Advertising and Public Relations, developing new competencies and enhancing their skills for academic and professional growth in an environment that requires a sociable, diplomatic and empathetic profile with leadership skills. 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, following the fundamentals of advertising today.

" *In this Executive Master's Degree you will learn how to organize events for both the private and public spheres, following protocol guidelines with maximum excellence"*

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

The **MBA in Advertising and Public Relations Management** will enable the student to:

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

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

03 Identify the fundamental principles of human creativity and its application in the manifestations of persuasive communication

04 Master the elements, forms and processes of advertising languages and other forms of communication, using the knowledge of the Spanish language, analyzing the different levels and components that make up the Spanish linguistic system, as well as the discursive products that are framed in the different textual typologies

05
Explore the structure and transformation of today's society in terms of the features, forms and processes of advertising communication and Public Relations

06
Relate advertising and public relations in a coherent manner with other social and human sciences

07
Recognize the elements, forms and processes of advertising languages and other forms of persuasive communication

08
Recognize significant and appropriate tools for the study of Advertising and Public Relations

09 Knowledge of the fields of advertising and public relations and their processes and organizational structures

10 Recognize the structure and transformation of today's society in its relationship with the elements, forms and processes of advertising communication and Public Relations

11 Encouraging creativity and persuasion through different media and communication media

12 Enable the student to analyze and optimize the use of new communication channels and strategies of digital media by the Advertising and Public Relations professional

13 Understand the communication department within businesses and institutions

14 Organize private and public events, following protocol guidelines

05
Skills

Throughout this program, students will develop the skills to understand the bases and principles of the Advertising System and the field of Public Relations, applying creative, persuasive and strategic communication focused on the target audience. In this way, the students will master the global environment of different organizations, acquiring the necessary skills for the professional practice of advertising and Public Relations, with the knowledge of all the necessary tools and techniques. SS. with the knowledge of all the factors involved with quality and solvency.

" *Thanks to this Executive Master's Degree from TECH, you will know the competencies of the advertising and social media areas and you will be able to use the psychology of communication in the campaigns in the right way"*

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

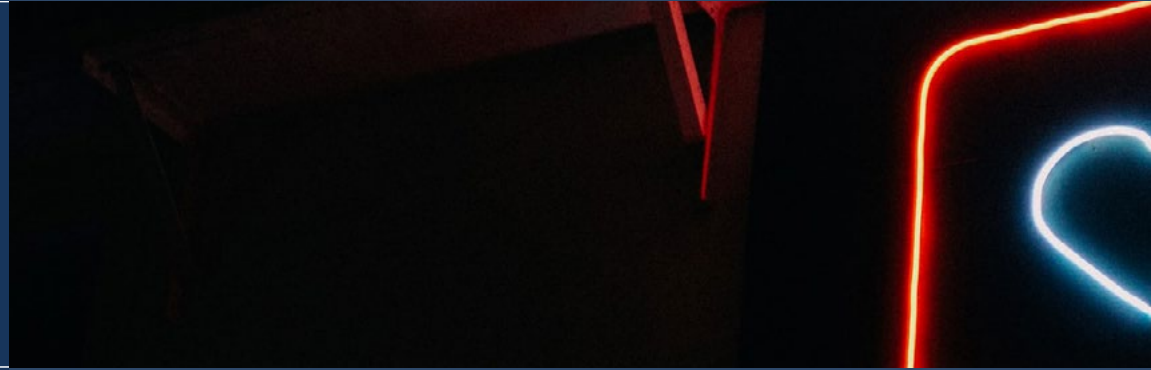**02** Use knowledge of the advertising medium as a starting point for projects

03 Describe the different historical moments of advertising

04 Know the competencies of the advertising and public relations fields

05 Using the psychology of communication in campaigns
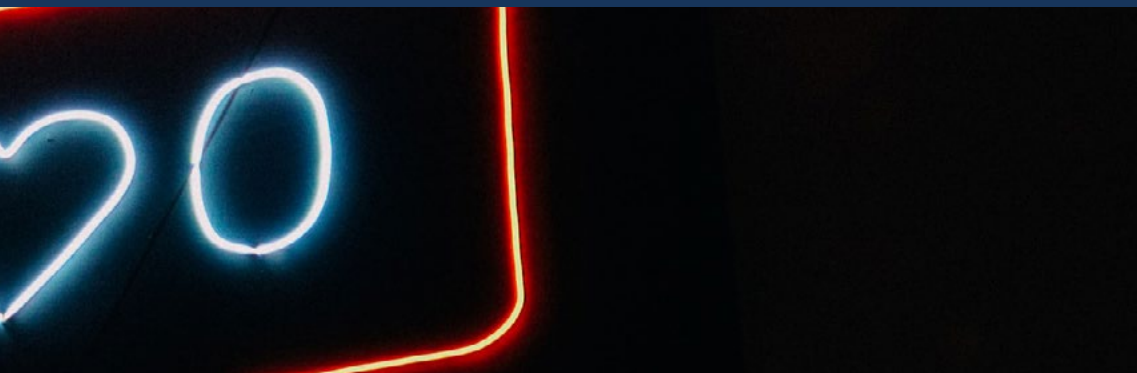
06 Manage the relevant aspects of public opinion

08 Communication in the digital environment

09 Develop a complete corporate image

07 Use the most appropriate advertising language in each context

10 Use the creative tools necessary for advertising communication

Structure and Content

The in Advertising and Public Relations Management comprises a complete program structured in ten modules, whose content has been elaborated by experts in the sector so that the student enters into all the concepts in a concise and real way, knowing in depth the functioning of the power of Advertising and the management of the communication approach. In this way, the professionals will master all aspects of advertising language and corporate identity, through quality content to make his profile stand out in a competitive environment.

"

A syllabus with quality content, 100% online, so that you can study it at your own pace as it suits you best. TECH adapts to you"

Syllabus

The MBA in Market Research in Advertising and Public Relations of TECH Technological University is an intensive program that prepares students to master the fundamentals of the advertising system and communication in the field of public relations.

The content of the Executive Master's Degree is designed to promote the development of managerial skills that allow the students to make decisions with greater rigor in uncertain environments, facing the business challenges that may arise in the advertising field.

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 Advertising and Public Relations system from its history and theory to its management in companies, agencies and organizations with a global and up-to-date approach. A syllabus designed to specialize professionals in the business environment and orient them towards this sector from a strategic, international and innovative perspective.

Therefore, this program is designed for students, focused on their professional improvement, preparing them to achieve excellence in a competitive and creative environment, with innovative content based on the latest trends, and supported by the best educational methodology and an exceptional faculty, which will provide them with the skills to develop successfully in this environment.

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

Module 1	Advertising Theory
Module 2	Fundamentals of Public Relations
Module 3	History of Advertising and Public Relations
Module 4	Advertising and Public Relations Company
Module 5	Introduction to the Psychology of Communication
Module 6	Public Opinion
Module 7	Advertising Language
Module 8	Fundamentals of Communication in the Digital Environment
Module 9	Corporate Identity
Module 10	Creativity in Communication

Where, When and How is it Taught?

TECH offers the possibility of developing this Executive Master's Degree MBA in Advertising and Public Relations Management 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. Advertising Theory

1.1. Advertising Fundamentals
1.1.1. Introduction
1.1.2. Basic Notions about Advertising and Marketing
    1.1.2.1. Marketing
    1.1.2.1. Advertising
1.1.3. Advertising, Public Relations and Publicity
1.1.4. Dimensions and Social Scope of Contemporary Advertising
1.1.5. Successful Advertising: KFC

1.2. History of Advertising
1.2.1. Introduction
1.2.2. Origin
1.2.3. The Industrial Revolution and Advertising
1.2.4. The Development of the Advertising Industry
1.2.5. Advertising in the Internet World
1.2.6. Successful Advertising: Coca-Cola Case Study

1.3. Advertising and its Protagonists I: The Advertiser
1.3.1. Introduction
1.3.2. How the Advertising Industry Works
1.3.3. Types of Advertisers
1.3.4. Advertising in the Company's Organization Chart
1.3.5. Successful Advertising: Facebook Case Study

1.4. Advertising and its Protagonists II: Advertising Agencies
1.4.1. Introduction
1.4.2. The Advertising Agency: Advertising Communication Professionals
1.4.3. The Organizational Structure of Advertising Agencies
1.4.4. Types of Advertising Agencies
1.4.5. Fee Management in Advertising Agencies
1.4.6. Successful Advertising: Nike

1.5. Advertising and its Protagonists III: The Advertising Receiver
1.5.1. Introduction
1.5.2. The Advertising Recipient and its Context
1.5.3. The Advertising Recipient as a Consumer
1.5.4. Needs and Desires in Advertising
1.5.5. Advertising and Memory: on Advertising Effectiveness
1.5.6. Successful Advertising: Ikea Case Study

1.6. The Advertising Creation Process I: From Advertiser to Media
1.6.1. Introduction
1.6.2. Preliminary Aspects of the Advertising Creation Process
1.6.3. The Advertising *Brief* or Communication *Brief*
1.6.4. Creative Strategy
1.6.5. Media Strategy
    1.6.5.1. Successful Advertising: Apple

1.7. The Process of Advertising Creation II: Creativity and Advertising
1.7.1. Introduction
1.7.2. Fundamentals of Advertising Creative Work
1.7.3. Advertising Creativity and its Communicative Statute
1.7.4. Creative Work in Advertising
1.7.5. Successful Advertising: Real Madrid Case Study

1.8. The Process of Advertising Creation III: Ideation and Development of the Advertising Manifesto
1.8.1. Introduction
1.8.2. Creative Conception and Strategy
1.8.3. The Creative Conception Process
1.8.4. The Ten Basic Ways of Creativity According to Luis Bassat: Advertising Genres
1.8.5. Advertising Formats
1.8.6. Successful Advertising: McDonald's

1.9. Advertising Media Planning
1.9.1. Introduction
1.9.2. Media and Planning
1.9.3. Advertising Media and their Classification
1.9.4. Media Planning Tools
1.9.5. Successful Advertising: Pepsi

1.10. Advertising, Society and Culture
1.10.1. Introduction
1.10.2. The Relationship between Advertising and Society
1.10.3. Advertising and Emotions
1.10.4. Advertising, Subjects and Things
1.10.5. Successful Advertising: Burger King

Module 2. Fundamentals of Public Relations

2.1. Theoretical Framework of Public Relations
2.1.1. Introduction
2.1.2. Public Relations Research
2.1.3. Main Public Relations Theorists
2.1.4. Public Relations and Related Items
2.1.5. Definition of Public Relations

2.2. Historical Evolution
2.2.1. Stages
2.2.2. The Origin of Public Relations
2.2.3. Trends in Public Relations

2.3. External Communication
2.3.1. Characteristics and Audiences
2.3.2. Media Relations
2.3.3. Provision of Information

2.4. Internal Communication
2.4.1. Introduction
2.4.2. Functions and Objectives
2.4.3. Types of Internal Communication
2.4.4. Internal Communication Tools

2.5. Public Relations and Public Opinion
2.5.1. Powerful Media Image
2.5.2. The limited Influence of the Media
2.5.3. Structural Effects on the Company

2.6. International Public Relations
2.6.1. Characteristics of the International Society
2.6.2. Definition
2.6.3. The Role of International Public Relations
2.6.4. Types of Actions

2.7. Public Relations and Crisis
2.7.1. The Organization in the Face of a Crisis
2.7.2. Characteristics of Crises
2.7.3. Crisis Typologies

2.8. Stages of Crisis
2.8.1. Preliminary Phase
2.8.2. Acute Phase
2.8.3. Chronic Phase
2.8.4. Post-Traumatic Phase

2.9. Preparation of a Crisis Plan
2.9.1. Analysis of Possible Problems
2.9.2. Planning
2.9.3. Adequacy of Personnel

2.10. Communication Technologies in Crises
2.10.1. Advantages
2.10.2. Disadvantages
2.10.3. Data Science

Module 3. History of Advertising and Public Relations

3.1. Advertising Activity before the Printing Press

3.1.1. Advertising in its Most Primitive Forms
3.1.2. First Manifestations
3.1.3. The Ancient World

3.2. From the Printing Press to the Industrial Revolution

3.2.1. Some Aspects that Contributed to the Emergence of the Printing Press in Europe
3.2.2. First Expressions: Brochures and Posters
3.2.3. Brands and Labels
3.2.4. The Loud and Talkative Advertisements
3.2.5. The Sign and the Commercial Mural
3.2.6. The Birth of a New Media
3.2.7. Communication and Power: Controlling Persuasion

3.3. The Revolutions

3.3.1. Advertising and the Industrial Revolution
3.3.2. The Long and Tortuous Road to Press Freedom
3.3.3. From Propaganda to Advertising
3.3.4. Propaganda and Political Advertising: Concepts
3.3.5. Characteristics of this Advertisement
3.3.6. The Industrial Revolution in the Birth of Commercial Advertising

3.4. Birth of Advertising

3.4.1. The Origin of Commercial Advertising
3.4.2. The Technological Revolution
3.4.3. Printing Systems
3.4.4. The Paper
3.4.5. Photography
3.4.6. The Telegraph
3.4.7. Print Advertising
3.4.8. Posters

3.5. Consolidation of Advertising Activity

3.5.1. Economic Factors between 1848-1914
3.5.2. New Forms of Commercialization
3.5.3. Newspapers
3.5.4. Magazines
3.5.5. The Art of the Poster
3.5.6. Fundamentals of Modern Advertising
3.5.7. American Advertising Agencies
3.5.8. Advertising Technique and Craftsmanship

3.6. Advertising Between Two Wars

3.6.1. Characteristics of the Period 1914-1950
3.6.2. Advertising in World War I
3.6.3. Consequences of World War I on Advertising
3.6.4. Advertising Campaigns in the Second World War
3.6.5. Consequences of World War II on Advertising
3.6.6. Advertising Media
3.6.7. Poster and Advertising Graphic Design
3.6.8. Outdoor Advertising
3.6.9. The Cinema
3.5.10. Cinema as a Means of Persuasion
3.5.11. The Radio
3.5.12. Commercial Radio

3.7. The Development of the Advertising Technique

3.7.1. Advertising Activity between 1914 and 1950
3.7.2. Advertising Organization
3.7.3. Agencies and Styles

3.8. Electronic Advertising

3.8.1. TV The Third Dimension of Advertising
3.8.2. Advertising in the 1950s and 1960s
3.8.3. The Arrival of Television

3.9. Current Advertising

3.9.1. Introduction
3.9.2. The Current Advertising Context: A Technological Perspective
3.9.3. Main Challenges of Today's Advertising Communication
3.9.4. Main Opportunities in Today's Advertising Communication

3.10. History of Public Relations

3.10.1. The Origins
3.10.2. Bernays and His Contributions
3.10.3. Expansion: RR. PP. In the Second Half of the 20th Century

Module 4. Advertising and Public Relations Company

4.1. Structure of Advertising and/or Public Relations Agencies
- 4.1.1. Structure
- 4.1.2. Functions
- 4.1.3. Agency Selection

4.2. Economic Management of the Agency
- 4.2.1. Types of Legal Form
- 4.2.2. Business Model
- 4.2.3. Project Development and Control

4.3. Economic Relations in the Advertising Business
- 4.3.1. Economic Relationships with Advertisers
- 4.3.2. Economic Relationships with Employees and Partners
- 4.3.3. Individual Entrepreneur and Self-Employed

4.4. The Operating Account of the Advertising Agency
- 4.4.1. Investment, Revenue and Turnover
  - 4.4.1.1. Expenses
  - 4.4.1.2. Personal
  - 4.4.1.3. Rent
  - 4.4.1.4. Amortization
  - 4.4.1.5. Non-billable Expenses
  - 4.4.1.6. Prospecting
  - 4.4.1.7. Delinquency
  - 4.4.1.8. Financial Expenses
- 4.4.2. Results
- 4.4.3. Annual Budget

4.5. The Link Between Advertising and Public Relations
- 4.5.1. In Relation to the Objectives
- 4.5.2. Regarding the Target Audience of the Activity
- 4.5.3. On the Selection of Media and Supports

4.6. Remuneration Systems
- 4.6.1. Remuneration of Agencies
- 4.6.2. Accounting Dimension of the Agency
- 4.6.3. Determination of the Budget

4.7. Relations with External Stakeholders
- 4.7.1. Advertising Agency Relations
- 4.7.2. Media Agency Relations
- 4.7.3. End - Consumer Agency Relations

4.8. Types of Growth Strategies
- 4.8.1. *Holdings*
- 4.8.2. Value Chain
- 4.8.3. Challenges of Organizational Growth

4.9. Internal Organization Chart of an Advertising Agency
- 4.9.1. Agency Management Model
- 4.9.2. Accounts Department
- 4.9.3. Creative Department
- 4.9.4. Media Department
- 4.9.5. Production Department

4.10. Team Management
- 4.10.1. Motivation
- 4.10.2. Change Management and Leadership
- 4.10.3. Internal Communication

Module 5. Introduction to the Psychology of Communication

5.1. History of Psychology
5.1.1. Introduction
5.1.2. It starts with the Study of Psychology
5.1.3. Science in Evolution. Historical and Paradigmatic Changes
5.1.4. Paradigms and Stages in Psychology
5.1.5. Cognitive Science

5.2. Social Psychology
5.2.1. Introduction
5.2.2. Beginning with the Study of Social Psychology: The Influence of Social Psychology
5.2.3. Empathy, Altruism and Helping Behavior

5.3. Social Cognition
5.3.1. Introduction
5.3.2. Thinking and Knowing, Vital Necessities
5.3.3. Social Cognition
5.3.4. Organizing Information
5.3.5. Prototypical or Categorical Thinking
5.3.6. Mistakes in Thinking: Inferential Biases
5.3.7. Automatic Information Processing

5.4. Personality Psychology
5.4.1. Introduction
5.4.2. What is the Self? Identity and Personality
5.4.3. Self-awareness
5.4.4. Self-esteem
5.4.5. Self-knowledge
5.4.6. Interpersonal Variables in Personality Shaping
5.4.7. Macro-social Variables in the Configuration of Personality
5.4.8. A New Perspective in the Study of Personality. Narrative Personality

5.5. Emotions
5.5.1. Introduction
5.5.2. What do we Talk about When we Get Excited?
5.5.3. The Nature of Emotions
    5.5.3.1. Emotion as Preparation for Action
5.5.4. Emotions and Personality
5.5.5. From another Perspective. Social Emotions

5.6. Psychology of Communication. Persuasion and Attitude Change
5.6.1. Introduction
5.6.2. Attitudes
5.6.3. Historical Models in the Study of Persuasive Communication
5.6.4. The Probability of Elaboration Model
5.6.5. Communication Processes through the Media
    5.6.5.1. A Historical Perspective

5.7. The Sender
5.7.1. Introduction
5.7.2. The Source of Persuasive Communication
5.7.3. Source Characteristics. Credibility
5.7.4. Source Characteristics. The Appeal
5.7.5. Emitter Characteristics. The Power
5.7.6. Processes in Persuasive Communication. Mechanisms Based on Primary Cognition
5.7.7. New Processes in Communication. Mechanisms Based on Secondary Cognition

5.8. The Message
5.8.1. Introduction
5.8.2. We It starts by Studying the Composition of the Message
5.8.3. Types of Messages: Rational vs. Emotional Messages
5.8.4. Emotional Messaging and Communication: Fear Inducing Messages

5.9. The Receiver
5.9.1. Introduction
5.9.2. The Role of the Recipient according to the Elaboration Probability Model
5.9.3. Recipient Needs and Motives: Their Impact on Attitude Change
5.9.4. Need for Esteem and Communication

5.10. New Approaches to the Study of Communication
5.10.1. Introduction
5.10.2. Non-conscious Processing of Information. Automatic Processes
5.10.3. Measuring Automatic Processes in Communication
5.10.4. First Steps in the New Paradigms
5.10.5. Theories of Dual Processing Systems
    5.10.5.1. Main Limitations of Dual Systems Theories

Module 6. Public Opinion

6.1. The Concept of Public Opinion
6.1.1. Introduction
6.1.2. Definition
6.1.3. Public Opinion as a Rational Phenomenon and as a Form of Social Control
6.1.4. Phases in the Growth of Public Opinion as a Discipline
6.1.5. The 20th Century

6.2. Theoretical Framework of Public Opinion
6.2.1. Introduction
6.2.2. Perspectives on the Discipline of Public Opinion in the 20th Century.
6.2.3. Twentieth Century Authors
6.2.4. Walter Lippmann: Biased Public Opinion
6.2.5. Jürgen Habermas: the Political-Value Perspective
6.2.6. Niklas Luhmann: Public Opinion as a Communicative Modality

6.3. Social Psychology and Public Opinion
6.3.1. Introduction
6.3.2. Psychosocial Variables in the Relationship of Persuasive Entities with their Public
6.3.3. The Name
6.3.4. Conformism

6.4. Media Influence Models
6.4.1. Introduction
6.4.2. Media Influence Models
6.4.3. Types of Media Effects
6.4.4. Research on Media Effects
6.4.5. The Power of the Media

6.5. Public Opinion and Political Communication
6.5.1. Introduction
6.5.2. Electoral Political Communication. Propaganda
6.5.3. Government Political Communication

6.6. Public Opinion and Elections
6.6.1. Introduction
6.6.2. Do Election Campaigns Influence Public Opinion?
6.6.3. The Effect of the Media in Election Campaigns as a Reinforcement of Opinions
6.6.4. The *Bandwagon* and *Underdog* Effects

6.7. Government and Public Opinion
6.7.1. Introduction
6.7.2. Representatives and their Constituents
6.7.3. Political Parties and Public Opinion
6.7.4. Public Policies as an Expression of the Government's Action

6.8. The Political Intermediation of the Press
6.8.1. Introduction
6.8.2. Journalists as Political Intermediaries
6.8.3. Dysfunctions of Journalistic Intermediation
6.8.4. Reliance on Journalists as Intermediaries

6.9. Public Sphere and Emerging Models of Democracy
6.9.1. Introduction
6.9.2. The Public Sphere in the Information Society
6.9.3. The Public Sphere in the Information Society
6.9.4. Emerging Models of Democracy

6.10. Methods and Techniques for Public Opinion Research
6.10.1. Introduction
6.10.2. Opinion Polls
6.10.3. Types of Surveys
6.10.4. Analysis

Module 7. Advertising Language

7.1. Thinking and Writing: Definition
7.1.1. Definition of Copywriting
7.1.2. Historical Background of Advertising Copywriting and Phases of Professionalization

7.2. Copywriting and Creativity
7.2.1. Conditions of the Copywriting Process
7.2.2. Linguistic Competence
7.2.3. Functions of the Copywriter
    7.2.3.1. Definition of the Functions of the Copywriter

7.3. The Principle of Coherence and Campaign Conceptualization
7.3.1. The Principle of Campaign Unity
7.3.2. The Creative Team
7.3.3. The Conceptualization Process: Hidden Creativity
7.3.4. What is a Concept?
7.3.5. Applications of the Conceptualization Process
7.3.6. The Advertising Concept
7.3.7. Utility and Advantages of the Advertising Concept

7.4. Advertising and Rhetoric
7.4.1. Copywriting and Rhetoric
7.4.2. Placing Rhetoric
7.4.3. The Phases of Rhetoric
    7.4.3.1. Advertising Discourse and Classical Rhetorical Discourse
    7.4.3.2. Topoi and *Reason Why* as Argumentation

7.5. Fundamentals and Characteristics of Copywriting
7.5.1. Correction
7.5.2. Adaptation
7.5.3. Efficiency
7.5.4. Characteristics of Copywriting
7.5.5. Morphological: Nominalization
7.5.6. Syntactics: Destructuring
7.5.7. Graphics: Emphatic Punctuation

7.6. Argumentation Strategies
7.6.1. Description
7.6.2. The Enthymeme
7.6.3. Narration
7.6.4. Intertextuality

7.7. Styles and Slogans in Copywriting
7.7.1. The Length of the Sentence
7.7.2. The Styles
7.7.3. The Slogan
7.7.4. A Phrase of Wartime Origin
7.7.5. The Characteristics of the Slogan
7.7.6. The Elocution of the Slogan
7.7.7. The Forms of the Slogan
7.7.8. The Functions of the Slogan

7.8. Principles of Applied Copywriting and the Reason *Why+USP* Pairing
7.8.1. Rigor, Clarity, Accuracy
7.8.2. Synthesis and Simplicity
7.8.3. Advertising Text Constraints
7.8.4. Application of the Reason *Why + USP* Pairing

7.9. Copywriting in Conventional and Non-Conventional Media
7.9.1. The *Above-The-Line/Below-The-Line* Division
7.9.2. Integration: Overcoming the ATL- BTL Controversy
7.9.3. Television Copywriting
7.9.4. Radio Copywriting
7.9.5. Press Copywriting
7.9.6. Copywriting for Outdoor Media
7.9.7. Copywriting in Non-Conventional Media
7.9.8. Direct Marketing Copywriting
7.9.9. Interactive Media Copywriting

7.10. Criteria for the Evaluation of an Advertising Text and Other Writing Cases
7.10.1. Classical Models of Advertising Analysis
7.10.2. Impact and Relevance
7.10.3. The Editor's *Checklist*
7.10.4. Translation and Adaptation of Advertising Texts
7.10.5. New Technologies, New Languages
7.10.6. Writing in Web 2.0
7.10.7. *Naming*, Guerrilla Advertising and Other Copywriting Cases

Module 8. Fundamentals of Communication in the Digital Environment

8.1. Web 2.0 or the Social Web
8.1.1. Organization in the Age of Conversation
8.1.2. Web 2.0 Is All About People
8.1.3. Digital Environment and New Communication Formats

8.2. Digital Communication and Reputation
8.2.1. Online Reputation Report
8.2.2. Netiquette and Good Practices on Social Media
8.2.3. Branding and 2.0 Networks

8.3. Online Reputation Plan Design and Planning
8.3.1. Overview of the Main *Social Media*
8.3.2. Brand Reputation Plan
8.3.3. General metrics, ROI, and Social CRM
8.3.4. Online Crisis and Reputational SEO

8.4. Generalist, Professional and Microblogging Platforms
8.4.1. Facebook
8.4.2. LinkedIn
8.4.3. Google+
8.4.4. Twitter

8.5. Video, Image, and Mobility Platforms
8.5.1. YouTube
8.5.2. Instagram
8.5.3. Flickr
8.5.4. Vimeo
8.5.5. Pinterest

8.6. Content Strategy and *Storytelling*
8.6.1. Corporate *Blogging*
8.6.2. Content Marketing Strategy
8.6.3. Creating a Content Plan
8.6.4. Content Curation Strategy

8.7. *Social Media* Strategies
8.7.1. Corporate PR and *Social Media*
8.7.2. Defining the Strategy to be Applied in Each Medium
8.7.3. Analysis and Evaluation of Results

8.8. Community Administration
8.8.1. Roles, Tasks and Responsibilities of the Community Administration
8.8.2. Social Media Manager
8.8.3. Social Media Strategist

8.9. Social Media Plan
8.9.1. Designing a *Social Media* Plan
8.9.2. Schedule, Budget, Expectations and Follow-up
8.9.3. Contingency Protocol in Case of Crisis

8.10. Online Monitoring Tools
8.10.1. Management Tools and Desktop Applications
8.10.2. Monitoring and Research Tools

Module 9. Corporate Identity

9.1. The Importance of Image in Businesses
9.1.1. What is Corporate Image?
9.1.2. Differences between Corporate Identity and Corporate Image
9.1.3. Where can the Corporate Image be Manifested?
9.1.4. Situations of Corporate Image Change. Why Get a Good Corporate Image?

9.2. Research Techniques in Corporate Image
9.2.1. Introduction
9.2.2. The study of the Company's Image
9.2.3. Corporate Image Research Techniques
9.2.4. Qualitative Image Study Techniques
9.2.5. Types of Quantitative Techniques

9.3. Image Audit and Strategy
9.3.1. What is Image Auditing?
9.3.2. Guidelines
9.3.3. Audit Methodology
9.3.4. Strategic Planning

9.4. Corporate Culture
9.4.1. What is Corporate Culture?
9.4.2. Factors Involved in Corporate Culture
9.4.3. Functions of Corporate Culture
9.4.4. Types of Corporate Culture

9.5. Corporate Social Responsibility and Corporate Reputation
9.5.1. CSR: Concept and Application of the Company
9.5.2. Guidelines for Integrating CSR into Businesses
9.5.3. CSR Communication
9.5.4. Corporate Reputation

9.6. Corporate Visual Identity and *Naming*
9.6.1. Corporate Visual Identity Strategies
9.6.2. Basic Elements
9.6.3. Basic Principles
9.6.4. Preparation of the Manual
9.6.5. The *Naming*

9.7. Brand Image and Positioning
9.7.1. The Origins of Trademarks
9.7.2. What is a Brand?
9.7.3. The Need to Build a Brand
9.7.4. Brand Image and Positioning
9.7.5. The Value of Brands

9.8. Image Management through Crisis Communication
9.8.1. Strategic Communication Plan
9.8.2. When it All Goes Wrong: Crisis Communication
9.8.3. Cases

9.9. The Influence of Promotions on Corporate Image
9.9.1. The New Advertising Industry Landscape
9.9.2. The Marketing Promotion
9.9.3. Features
9.9.4. Dangers
9.9.5. Promotional Types and Techniques

9.10. Distribution and Image of the Point of Sale
9.10.1. The Main Players in Commercial Distribution
9.10.2. The Image of Retail Distribution Companies through Positioning
9.10.3. Through its Name and Logo

Module 10. Creativity in Communication

10.1. To Create is to Think
10.1.1. The Art of Thinking
10.1.2. Creative Thinking and Creativity
10.1.3. Thought and Brain
10.1.4. The Lines of Research on Creativity: Systematization

10.2. Nature of the Creative Process
10.2.1. Nature of Creativity
10.2.2. The Notion of Creativity: Creation and Creativity
10.2.3. The Creation of Ideas for Persuasive Communication
10.2.4. Nature of the Creative Process in Advertising

10.3. The Invention
10.3.1. Evolution and Historical Analysis of the Creation Process
10.3.2. Nature of the Classical Canon of the *Invention*
10.3.3. The Classical View of Inspiration in the Origin of Ideas
10.3.4. Invention, Inspiration, Persuasion

10.4. Rhetoric and Persuasive Communication
10.4.1. Rhetoric and Advertising
10.4.2. The Rhetorical Parts of Persuasive Communication
10.4.3. Rhetorical Figures
10.4.4. Rhetorical Laws and Functions of Advertising Language

10.5. Creative Behavior and Personality
10.5.1. Creativity as a Personal Characteristic, as a Product and as a Process
10.5.2. Creative Behavior and Motivation
10.5.3. Perception and Creative Thinking
10.5.4. Elements of Creativity

10.6. Creative Skills and Abilities
10.6.1. Thinking Systems and Models of Creative Intelligence
10.6.2. Three-Dimensional Model of the Structure of the Intellect According to Guilford
10.6.3. Interaction Between Factors and Intellectual Capabilities
10.6.4. Creative Skills
10.6.5. Creative Capabilities

10.7. The Phases of the Creative Process
10.7.1. Creativity as a Process
10.7.2. The Phases of the Creative Process
10.7.3. The Phases of the Creative Process in Advertising

10.8. Troubleshooting
10.8.1. Creativity and Problem Solving
10.8.2. Perceptual Blocks and Emotional Blocks
10.8.3. Methodology of Invention: Creative Programs and Methods

10.9. The Methods of Creative Thinking
10.9.1. *Brainstorming* as a Model of Idea Creation
10.9.2. Vertical Thinking and Lateral Thinking
10.9.3. Methodology of Invention: Creative Programs and Methods

10.10. Creativity and Advertising Communication
10.10.1. The Creative Process as a Specific Product of Advertising Communication
10.10.2. Nature of the Creative Process in Advertising: Creativity and the Creative Advertising Process
10.10.3. Methodological Principles and Effects of Advertising Creation
10.10.4. Advertising Creation: From Problem to Solution
10.10.5. Creativity and Persuasive Communication

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

This Executive Master's Degree is aimed at university graduates, postgraduates and degree holders who have previously completed any of the following qualifications in the field of social and legal sciences, administration and economics, as well as those graduates from other related fields with experience in this sector, who wish to deepen and update their knowledge in the field of Advertising and Public Relations.

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.

By taking this Executive Master's Degree from TECH, you will advance one step further in your professional career towards excellence in the sector, becoming part of the elite"

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%**

Educational Profile

Operations **18%**

Sales and Marketing **16%**

Finance **15%**

General Management **14%**

Project Management **16%**

Consulting **12%**

Planning and Accounting **9%**
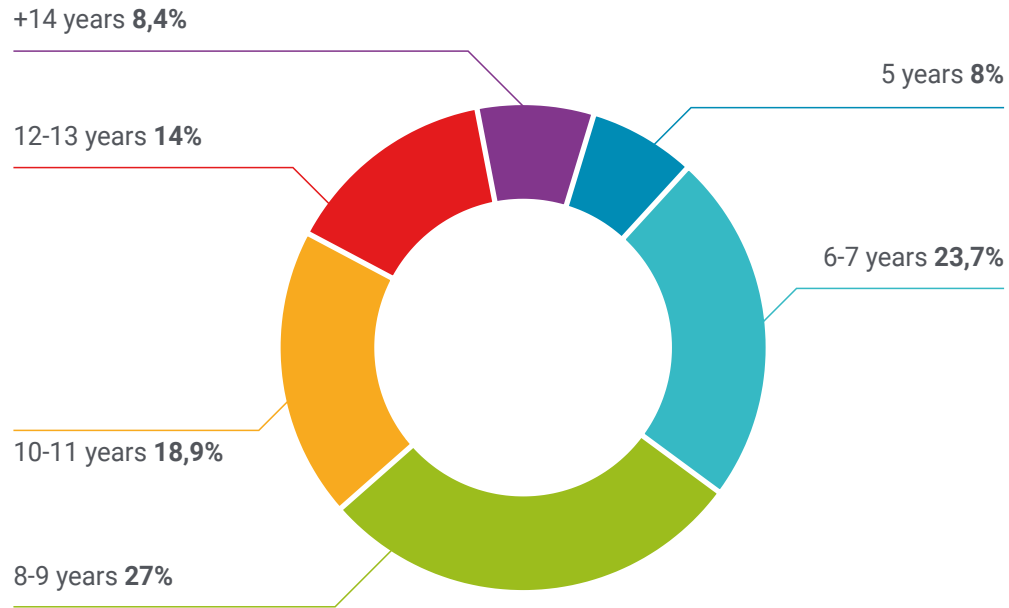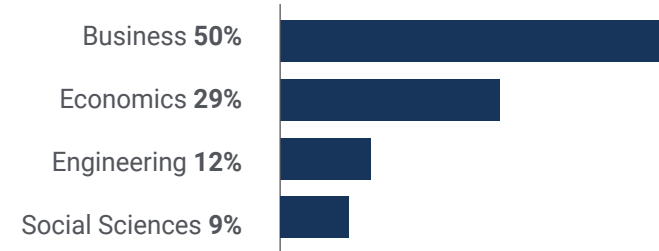
Geographical Distribution

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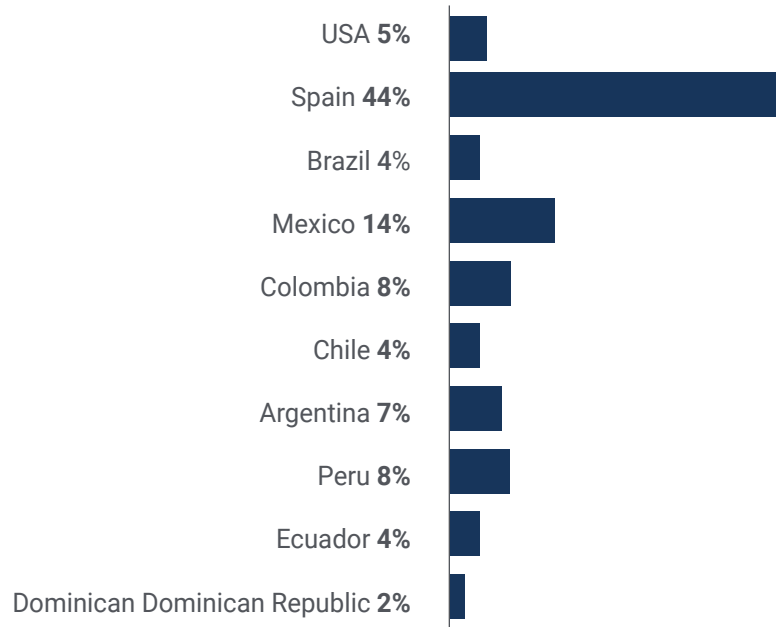
Ainhoa Martínez

PR. Junior

"From this Executive Master's Degree MBA in Advertising and Public Relations Management I highlight its updated content and its innovative methodology. I have learned a lot about the fundamentals of the advertising system comfortably from home, alternating studies with work experience in an agency. I am delighted, I recommend it!"

Impact on Your Career

TECH University Technological 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 students. 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 Technological University committed to this objective and achieves it through the design of competitive programs, an innovative methodology and the best experts in the sector.

"

It's time for you to invest in learning this Executive Master's Degree and turn your professional career around with the security of being focused with the best, with TECH"

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

The Advertising and Public Relations Management at TECH Technological University is an intensive program that prepares students to face challenges and business decisions in the field of Advertising and within data and information generation systems. Therefore, its main objective is to promote the student's personal and professional growth in order to achieve success in this field of work.

Do not miss this opportunity offered by TECH and immerse yourself in the world of successful Advertising.

If you want to make a positive change in your profession, the Executive Master's Degree MBA in Advertising and Public Relations Management will help you achieve it.

Time of Change

During the program	During the first year	After 2 years
12%	**62%**	**26%**

Type of change

Internal Promotion **46%**
Change of Company **44%**
Entrepreneurship **10%**
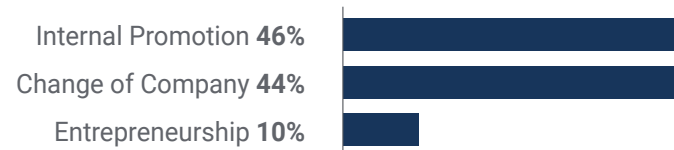
Salary increase

This program represents a salary increase of more than **25.55%** for our students

Salary before	A salary increase of	Salary after
€48,300	**25.55%**	**€60,640**

10
Benefits for Your Company

The MBA in Advertising and Public Relations Management contributes to elevating the organization's talent to its maximum potential through the education of high-level leaders.

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

"

Grow within your company. Learn and apply the persuasive techniques you will learn in this Executive Master's Degree program in communication strategies and you will rise quickly"

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

01

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

02

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

03

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

04

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

05

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

06

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

Certificate

The MBA in Advertising and Public Relations Management 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"
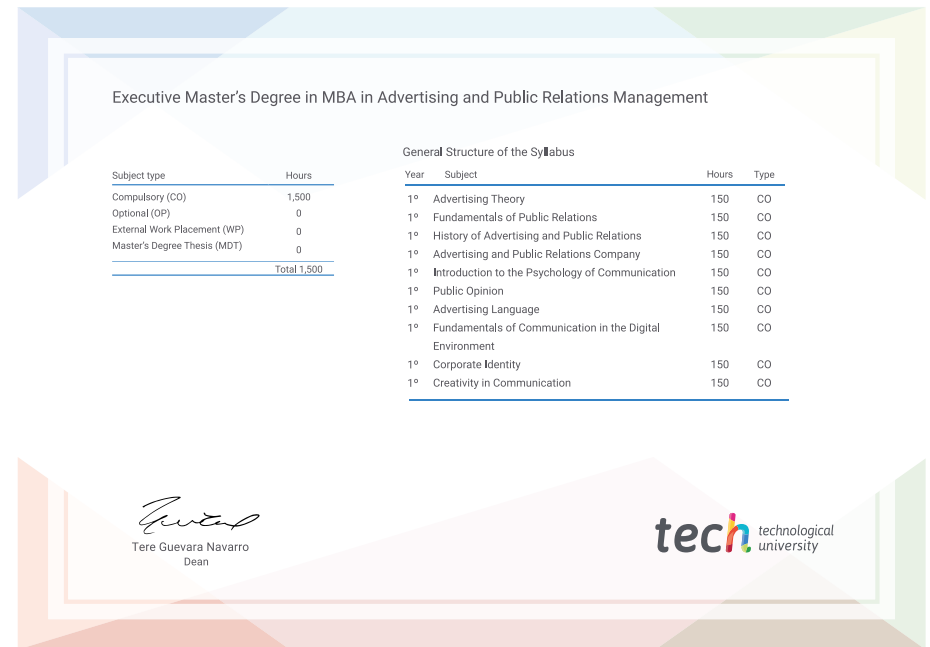
This **MBA in Advertising and Public Relations Management** contains the most complete and up-to-date program on the market.

After the student 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 Master's Degree, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

Title: **Executive Master's Degree in MBA in Advertising and Public Relations Management**

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

MBA in Advertising and Public Relations Management

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 MBA in Advertising and Public Relations Management

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	Advertising Theory	150	CO
1º	Fundamentals of Public Relations	150	CO
1º	History of Advertising and Public Relations	150	CO
1º	Advertising and Public Relations Company	150	CO
1º	Introduction to the Psychology of Communication	150	CO
1º	Public Opinion	150	CO
1º	Advertising Language	150	CO
1º	Fundamentals of Communication in the Digital Environment	150	CO
1º	Corporate Identity	150	CO
1º	Creativity in Communication	150	CO

Tere Guevara Navarro
Dean

tech technological university

*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
MBA in Advertising and Public Relations Management

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

Executive Master's Degree
MBA in Advertising and Public Relations Management

tech technological university