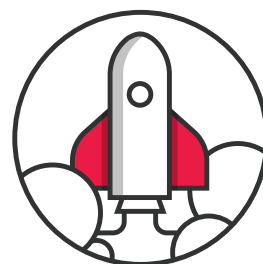


BUDOWA MARKI

KOMUNIKACJA MARKI

**EFEKTYWNOŚĆ
KOMUNIKACJI MARKI**

Poziom **1**



Kursy

The European Advertising Certificate (EAC)

Najważniejsze Cele

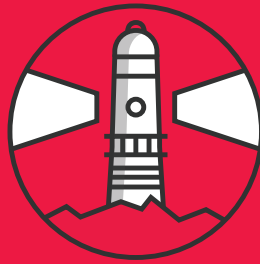
- To educate young professionals in communication industry up to the cross-European standard
- To certify professional knowledge on the advertising industry
- To open doors to international careers to young professionals in advertising industry

Organizator



Dla Kogo?

The EAC online course is taken by young professionals in the commercial communications industry. This qualification is aimed at individuals with less than two years' experience in an advertising, marketing or communications role. Successful participants will be rewarded with a Certificate.



O Kursie

The European Advertising Certificate teaches you everything you need to know about the commercial communications industry.

Learners can access the content through a brand new and interactive platform.

The learning is entirely online and takes approximately 35 hours to complete, culminating in an offline exam taking place in SAR.



Program Kursu

- **THE POWER OF CREATIVITY**

Module 1 is intended to remind us about the inspiring creative industry that we all work in, its glorious past, dynamic present and exciting future. This module helps to outline and celebrate the role of creativity in both communications and the wider business community.

- **THE COMMUNICATIONS LANDSCAPE**

Module 2 highlights the evolution of the communications landscape from the analogue mainstream of the past, to the fragmented, highly digitised and rapidly evolving landscape of today. We also look at how agency models have changed with this landscape and the increasing polarisation of the industry, with big communications groups at one end and the emergence of differently focused specialists at the other.

- **THE CLIENT AND AGENCY ROLES**

Module 3 has three parts: The first is client focused, considering things like the changing role of the marketing director and clients' work and priorities. The second part centres on agency response and interaction, while the third outlines some of the necessary paperwork and processes

- **THEORIES, TOOLS AND TECHNIQUE**

Module 4 focuses on the key theories, techniques and tools at the disposal of today's marketers and agencies

- **COMMS REVIEW**

Module 5 demonstrates media's invaluable role as source, inspiration and enhancement of creativity and the creative process. It is approached from a media neutral standpoint and includes relevant theories, inspiring examples and helpful facts to illustrate media's changing profile, as well as the role and relevance of different types of media

- **THE CREATIVE DEVELOPMENT PROCESS**

In Module 6 we focus on the creative development process. Starting from a general perspective considering how to foster creativity in your everyday environment, through to a thorough step by step of the whys and wherefores of the creative communications development process: from receipt of the client brief, onto creation of the internal briefs through to the art of creative feedback

There is a 3 hour offline exam at the end of the course. You will need to answer 5 out of 10 questions in essay style in English.



Inspiracja

The advertising industry knows no borders. The most influential agencies are multinational organisations with branches all over the world.

In the global village of advertising you only need to prove your employability by showing your talent, experience and know-how.

Whether in client service, creative or strategy - the European Association of Communications Agencies certifies your knowledge of the communication industry. The EAC is a passport to your international career.

Organizacja zajęć



- Koszt udziału:
280 EUR netto dla członków SAR
560 EUR netto dla firm niezrzeszonych
- Zapisy
<http://www.eaca-inspire.eu/certificates/eac/>