



# 4 Paths to Expanding your Formal Advertising Education

# CREATIVE COMMERCIAL COMMUNICATIONS

2 X POST GRAD CERTIFICATES

POST GRAD DIPLOMA

M.Sc.



# CREATIVE COMMERCIAL COMMUNICATIONS



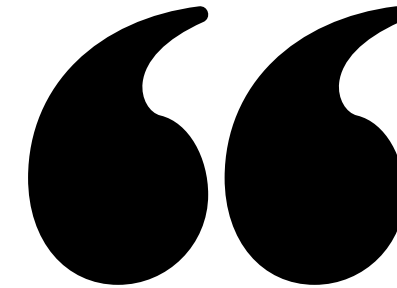
2 X POST GRAD CERTIFICATES

POST GRAD DIPLOMA

M.Sc.

This programme is the result of a unique partnership between TU Dublin and IAPI and has been developed with extensive contributions from both Industry and Academia.

This is a must for anyone in the industry who wishes to increase their value to their agency, their team and their clients' business, as well as building your own skills and competencies as an individual.



**Just wanted to say, I appreciate all the effort gone to by yourself and all the contributors to the module. I found the course refreshing, inspiring and feel empowered creatively by the insights shared with me.**



**- 2021 PG Dip Student**



# 2022 PROGRAMME CHANGES



Extension of course duration to exclude Quarter 4



The Post Grad programme will be split into two Post Graduate Certificates



All modules will now be delivered over 3 full day bootcamp



IAPI will extend financial supports to members through members' rates.



1st Postgraduate Certificate in...

# CREATIVE COMMERCIAL COMMUNICATIONS

iapi

- 30 ECTS Credits
- 3 Module Programme
- Postgraduate Certificate Academic Director – Dr. Rosie Hand
- MODULE 1 Contemporary Marketing & Communications
- MODULE 2 Digital Platforms & Communications Bootcamp
- MODULE 3 Creative Thinking Bootcamp

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**DUBLIN**  
OLLSCOIL TEICNEOLAÍOCHTA  
BHAILE ÁTHA CLIATH  
TECHNOLOGICAL  
UNIVERSITY DUBLIN

MODULE 1

# CONTEMPORARY MARKETING & COMMUNICATIONS

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Contemporary marketing is charged with creating customer value against the backdrop of a swiftly changing business environment which is experiencing sweeping technological and societal change, as well as increased ethical scrutiny. Marketers need to develop clearly positioned brands that will deliver customer engagement and demonstrate the financial value that marketing can add to an organisation. This advanced module provides the learner with an opportunity to develop a critical understanding of the conceptual and practical elements which underpin the field of marketing and communications, in both profit and non-profit contexts.

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**Academic Lead**  
**Dr. Margaret-Anne**  
**Lawlor**





# DIGITAL PLATFORMS & COMMUNICATIONS

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This is a transformational period in the short history of the creative commercial communication industry. Whilst many communication principles remain the same, technology and platforms are changing the way we communicate with people. Two-way conversations, precision targeting and fresh technologies are allowing for deeper and richer storytelling. This module aims to equip students with the knowledge, skills and commercial mindset to fully understand and critically evaluate the relationship:

- Between marketing strategy and technological possibility
  - Between an innovative idea and an enabling solution/platform
  - Between effectiveness and economic value
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**Academic Lead**  
**TBC**





MODULE 3

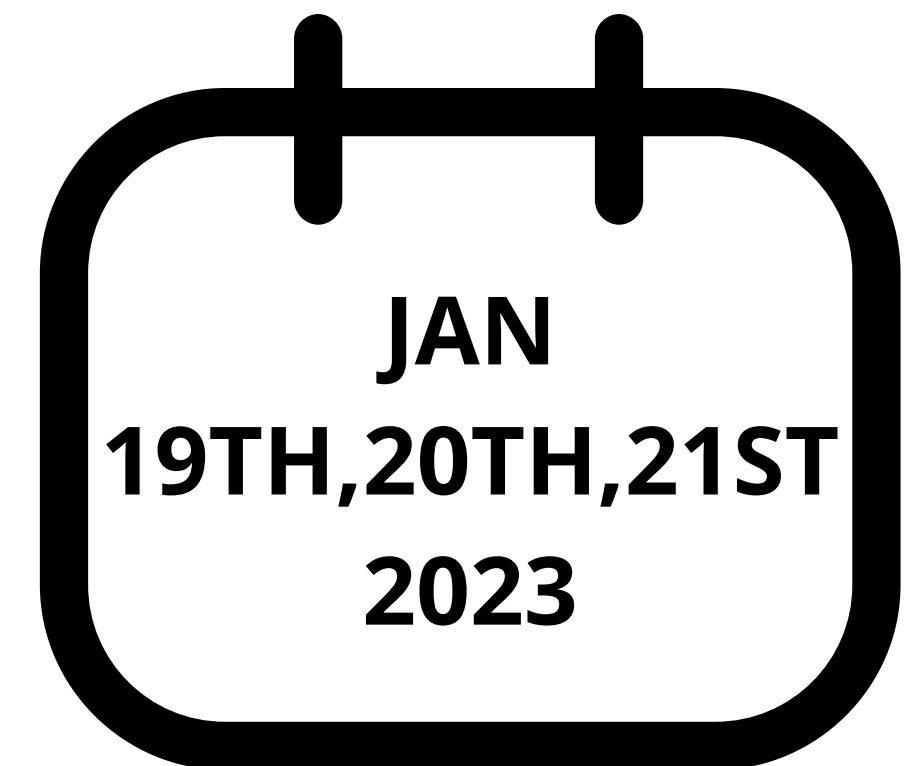
# CREATIVE THINKING BOOTCAMP

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**This module is designed to:**

- Explore the diverse facets of creativity and creative work.
  - Drawing on the psychological theories of creativity and interdisciplinary collaboration.
  - Explores the characteristics, traits, skills and competencies associated with creativity.
  - It looks at the principles and practices of creative collaboration, including the tools, methods and processes employed in creative communities of practice.
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**Academic Lead**  
**TBC**



2nd Postgraduate Certificate in...

# PLANNING & LEADERSHIP IN CREATIVE COMMERCIAL COMMUNICATIONS

- 30 ECTS Credits
- 3 Module Programme
- Postgraduate Certificate Academic Director – Dr. Rosie Hand
- Module 4 Communications Planning & Effectiveness
- Module 5 Insights & Analytics
- Module 6 Leadership in Creative Commercial Communications



MODULE 4

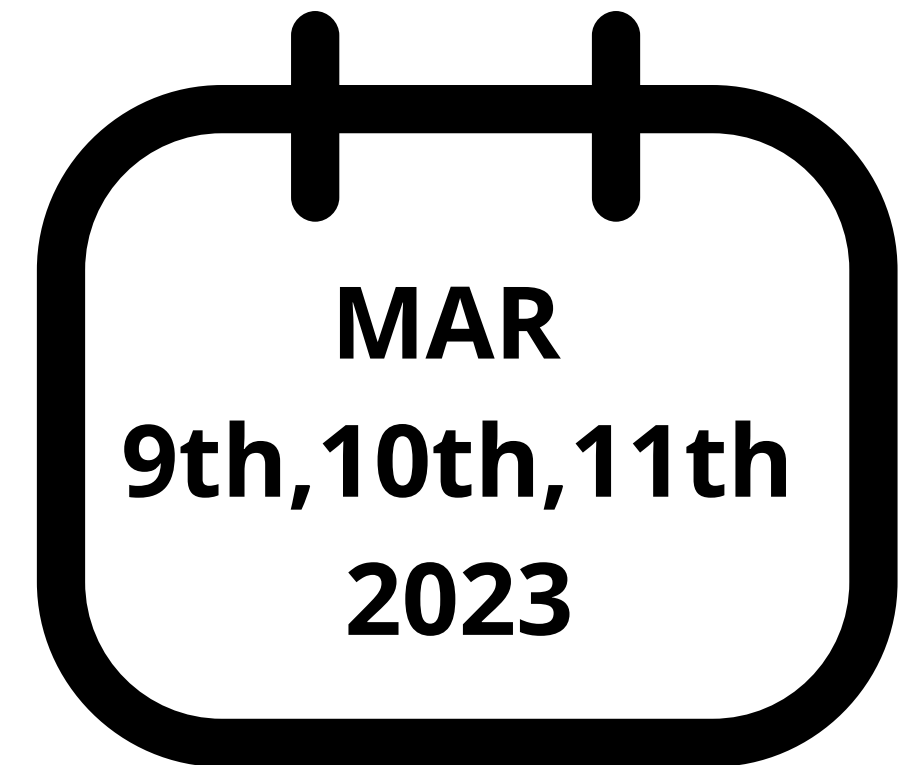
# COMMUNICATIONS PLANNING & EFFECTIVENESS

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This module provides learners with the context, the strategic thinking and the creative processes involved in developing an effective brand communications strategy. Understanding the client's business and developing clear marketing and business objectives is emphasised and the convergence between media planning and account planning is acknowledged and explored. The learner is also encouraged to appraise the critical role of creative communications effectiveness and benchmark it internationally.

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**Academic Lead**  
**Dr. Roise Hand**



MODULE 5

# INSIGHTS & ANALYTICS

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This module provides learners with the context, the strategic thinking and the creative processes involved in developing an effective brand communications strategy. Understanding the client's business and developing clear marketing and business objectives is emphasised and the convergence between media planning and account planning is acknowledged and explored. The learner is also encouraged to appraise the critical role of creative communications effectiveness and benchmark it internationally.

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**Academic Lead**  
**TBC**





MODULE 6

# LEADERSHIP IN CREATIVE COMMERCIAL COMMUNICATIONS

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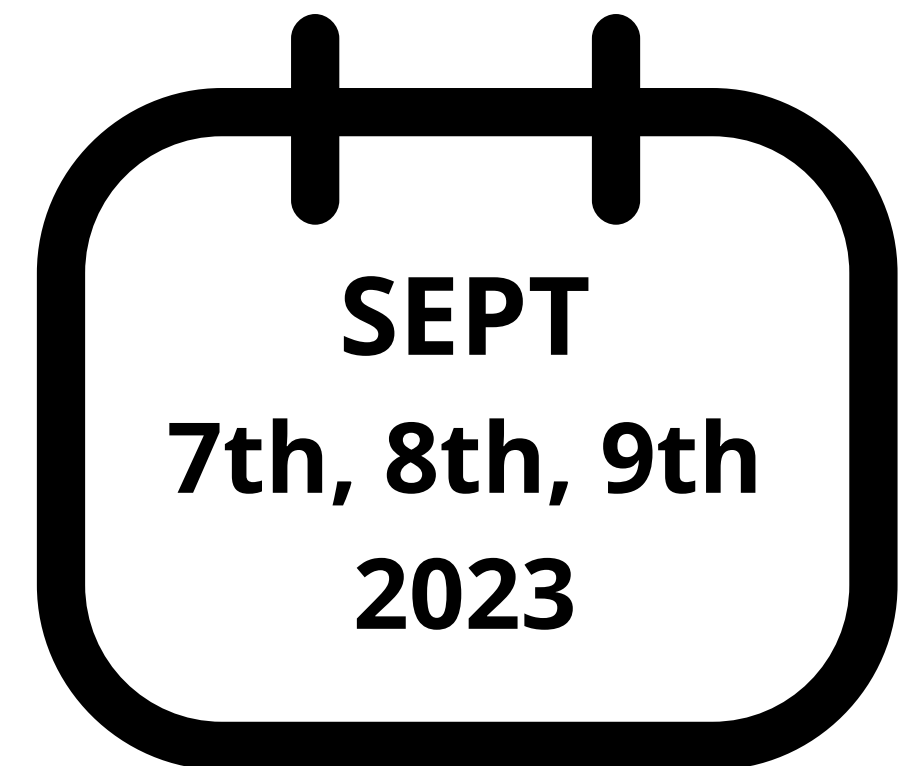
Good leadership makes a difference to organisations of all shapes and sizes.

This transformative programme is for professionals looking to advance their leadership careers in the increasingly interconnected, rapidly changing, global business ecosystem.

Participants build skills and awareness as they realise their potential for assuming leadership roles through compelling and interactive sessions with recognised industry leaders as well as key academics.

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**Academic Lead**  
**Serge Basini**



# THE PERFECT FORMULA

**1ST POSTGRADUATE CERTIFICATE IN –  
CREATIVE COMMERCIAL COMMUNICATIONS (30 CREDITS)**

**+**

**2ND POSTGRADUATE CERTIFICATE IN –  
PLANNING & LEADERSHIP IN CREATIVE COMMERCIAL  
COMMUNICATIONS (30 CREDITS)**

**=**

**POST GRADUATE DIPLOMA IN  
CREATIVE COMMERCIAL  
COMMUNICATIONS (60  
CREDITS)**

# PRICING



**NON-IAPI  
MEMBERS**

**IAPI  
MEMBERS**

**1st Postgraduate Certificate** in –

Creative Commercial Communications (30 credits)



**2nd Postgraduate Certificate** in –

Planning & Leadership in Creative Commercial Communications (30 credits)



**POST GRADUATE DIPLOMA** in Creative Commercial Communications (60 credits)



# MSC. IN COMMERCIAL CREATIVE COMMUNICATIONS

**IAPI members  
subsidised rate**

**€3000**

After completion of the Postgraduate Diploma, the opportunity exists to convert to a Masters in Creative Commercial Communications, if the learner chooses to do an additional 30 credits (consisting of a Research Methods module at 5 credits and a Consultancy Project at 25 credits).

MSc Top-up programme is also open to graduates of the Postgraduate Diploma in Advertising and Digital Communications and other equivalent communications programmes.



# PAST GUEST SPEAKERS

- Mark Brennan, Head of Marketing, Allianz
- Sheila Conningham, Baileys Head of Global Planning, Diageo
- Mark Shanley, Creative Director Adam & Eve
- Emer O'Carroll, Qualitative Director, Red C Research
- Lauren Walsh, Industry Manager, Google
- Rory Gallery Chief Strategy Officer, Special Group, New Zealand

Adam & Eve

Google

DIAGEO

Allianz 

REDC 

SPECIAL

# CONTACT

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**Keith O Connor** [Keith@iapi.com](mailto:Keith@iapi.com)