

# Professional Master's Degree

MBA in Corporate Communications  
Management (CCO, Chief  
Communications Officer)





## Professional Master's Degree

### MBA in Corporate Communications Management (CCO, Chief Communications Officer)

- » Modality: online
- » Duration: 12 months
- » Certificate: TECH Global University
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtute.com/us/journalism-communication/professional-master-degree/master-mba-corporate-communications-management-cco-chief-comumunications-officer](http://www.techtute.com/us/journalism-communication/professional-master-degree/master-mba-corporate-communications-management-cco-chief-comumunications-officer)

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# 01

# Introduction

Communication, at an integral level, plays a crucial role in fulfilling company objectives. For this reason, more and more organizations are opting for communication plans that optimally control the way in which the company communicates with each and every one of its audiences (whether internal or external). With this in mind, professionals at TECH have designed this academic program, which aims to provide professionals with in-depth knowledge that will enable them to act as Chief Communications Officer, designing and implementing highly effective strategies that promote the correct use of messages for each of the company's audiences.





“

*We offer you the best teaching methodology and a multitude of practical cases to simulate the real life situations which you could face throughout your career”*

It is undoubtedly proven that communication is a powerful weapon in many scenarios, and one of the most important ones is in the business sector. In this area, communication is a powerful resource for directing a certain message through various channels such as social media, mass communication media or circles of influence.

Throughout the years, leaders have identified communication as an indispensable tool in the art of telling stories, improving the general mood of a group and as information transmitters, capable of "creating movement" through messages which incite some form of action.

For all these reasons, this Professional Master's Degree will analyze communication as a field of study and application. For this purpose, this program is presented by professionals with extensive professional careers at the top of companies in various sectors, as well as specialized journalists. There are also academic professionals, highly specialized in the field of corporate communication, who are also authors of numerous high impact publications with in-depth knowledge of the latest developments in this sector.

This MBA in Corporate Communications Management (CCO, Chief Communications Officer) deals, in great detail, with all the aspects that influence the communication of a company from a strategic and international perspective, as well as the work of the specialized journalist from a global point of view. In this way, students will be able to take on their responsibilities with a more accurate vision of the sector and, therefore, be better prepared to take actions that will lead to professional success.

In addition, students will have access to a set of 10 exclusive and complementary Masterclasses, designed by a prestigious and internationally renowned lecturer, a recognized specialist in Business Management. Thanks to his guidance, graduates will acquire the knowledge and skills essential to excel in the competitive field of business.

This **MBA in Corporate Communications Management (CCO, Chief Communications Officer)** contains the most complete and up-to-date program on the market. The most important features include:

- ♦ The development of case studies presented by experts in Corporate Communication
- ♦ The graphic, schematic, and practical contents with which they are created provide scientific and practical information on the disciplines that are essential for professional practice
- ♦ The latest information on corporate communication
- ♦ Practical exercises where the self-assessment process can be carried out to improve learning
- ♦ With a special emphasis on innovative methodologies in Journalism and MBA in Corporate Communications Management (CCO, Chief Communications Officer)
- ♦ Algorithm-based interactive learning system for decision-making in situations focused on journalism and digital communication
- ♦ Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- ♦ Content that is accessible from any fixed or portable device with an Internet connection



*Do you want to update your knowledge in Communication Business Management? TECH will give you access to 10 unique Masterclasses, designed by an international expert in this field"*

“

*TECH offers you the best academic program on the market in MBA in Corporate Communications Management (CCO, Chief Communications Officer). You only have to bring your enthusiasm to study”*

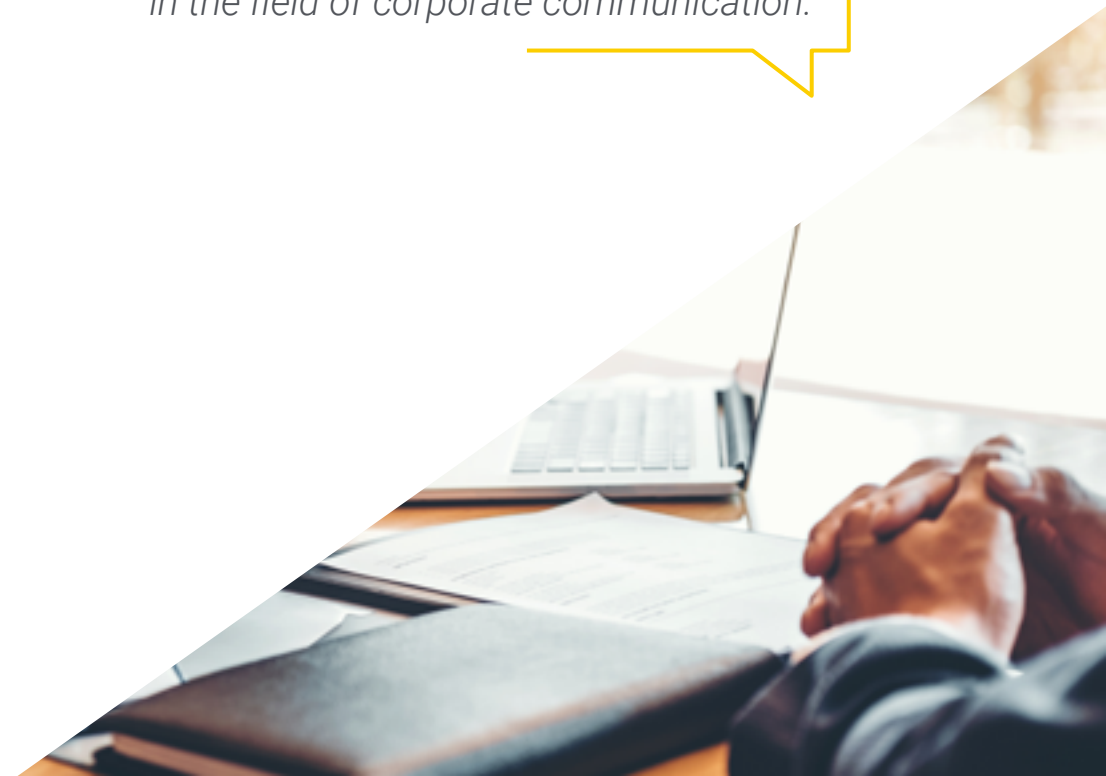
The program includes professionals belonging to the field of journalism and communication in its teaching staff, who bring their work experience to this course, along with recognized specialists from prestigious reference societies and universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning; a simulated environment that will provide an immersive training program designed to practice in real situations.

This program is designed around Problem-Based Learning, where professionals must try to solve the different professional practice situations that arise throughout the program. For this purpose, professionals will be assisted by an innovative interactive video system created by renowned and experienced experts.

*Become an outstanding journalist and learn how to successfully work in the communications offices of companies in all sectors.*

*The career of a journalist has become considerably more diverse in the last few years. Today, one of the professional opportunities with plenty of job openings is in the field of corporate communication.*



# 02

# Objectives

This program is designed to perfect students' skills and to help them develop new abilities and skills in the corporate communications management field. After the program, professionals will be able to design and implement specific actions aimed at improving the company's position in a complex communication scenario. These are characterized by an increasingly enlightened public opinion that demands a high level of information accuracy. This way, students can become successful professionals in the field, acquiring advanced skills and being able to manage diverse, large-scale projects.







“

*If your objective is to develop yourself as a journalist and communicator within the business sector, creating strategies and successful plans, then this Professional Master's Degree is for you”*





## General Objectives

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- ♦ Gain an integral and professional vision of the communication environment, identifying the defining characteristics of the sector, as well as their impact and consequences on the business structure as a whole
- ♦ Acquire basic and advanced knowledge so students are capable of creating new communication ecosystems
- ♦ Enhance management, analysis, creativity and leadership skills as the main competencies of corporate communication
- ♦ Develop excellent reporting and communication skills, both spoken/verbal and written/non-verbal
- ♦ Achieve the necessary ethical responsibility for carrying out the duties required of a corporate communications manager
- ♦ Develop critical thinking skills
- ♦ Generate a competitive communication strategy based on in-depth knowledge of the dynamics of communication and the determining components
- ♦ Identify opportunities and be able to evolve personally through scrutinizing your own work
- ♦ Generate a social impact and direct public opinion with ethical and professional responsibility
- ♦ Improve skills in decision-making thanks to observation, analysis, interpretation and action in relation to the professional criteria and the elaboration of critical reports
- ♦ Understand and be able to execute the communication process in an effective way, adapting it to each channel, company profile and public objective





## Specific Objectives

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### Module 1. Organizations Management

- ◆ Perform appropriate communication using the most advanced digital tools
- ◆ Implement integral communication plans
- ◆ Apply the necessary techniques for managing a communication department within different companies and institutions

### Module 2. Managerial Skills

- ◆ Apply the creative processes to the field to corporate communication
- ◆ Implement rigorous metrics that show a return on the strategic management of intangible assets, both with consolidated non-financial indicators and with direct impact on the business
- ◆ Identify the audiences of media communication. Efficiently manage all aspects of the communication department of any organization

### Module 3. Ethics and Corporate Social Responsibility

- ◆ Draw up a roadmap for sustainability, transparency and social economy that will allow the company to adapt to the global ecological framework of the sector in question
- ◆ Identify the organization's social responsibility and share it through internal communication channels

### Module 4. Corporate Communication, Brand Strategy and Reputation

- ◆ Design innovative strategies and policies to improve management and business efficiency
- ◆ Plan and implement integral communication plans

### Module 5. Strategic Planning in Corporate Communication

- ◆ Elaborate texts based on the structural and linguistic conventions of each textual typology
- ◆ Develop communication strategies for project planning, identifying the main objective of each one

### Module 6. Managing Aspects of Corporate Communication

- ◆ Implement management models which allow you to optimize internal communication
- ◆ Identify the main roles and managers that are part of the company's board of directors

### Module 7. Communication in Specialized Sectors

- ◆ Identify the company environment and their target audience
- ◆ Establish complex communication strategies to achieve a link with all audiences

### Module 8. Marketing and Communication

- ◆ Manage the company's reputation
- ◆ Use social networks and e-mobile as a support and commercial revolution and use these tools to achieve advertising and public relations objectives

### Module 9. Customer Relationship Management

- ◆ Develop strategies for brand and corporate reputation management as strategic resources for differentiation, legitimacy and business excellence

### Module 10. Communication Strategy in the Digital World

- ◆ Be capable of designing a successful Social Media Plan based on a timeline and a budget
- ◆ Understand the main digital tools for strategy creation

### Module 11. Leadership, Ethics and Social Responsibility in Companies

- ♦ Analyze the impact of globalization on corporate governance and corporate social responsibility
- ♦ Evaluate the importance of effective leadership in the management and success of companies
- ♦ Define cross-cultural management strategies and their relevance in diverse business environments
- ♦ Develop leadership skills and understand the current challenges faced by leaders
- ♦ Determine the principles and practices of business ethics and their application in corporate decision making
- ♦ Structure strategies for the implementation and improvement of sustainability and social responsibility in business

### Module 12. People and Talent Management

- ♦ Determine the relationship between strategic direction and human resources management
- ♦ Gain in-depth knowledge about the skills necessary for the effective management of human resources by competencies
- ♦ Gain in-depth knowledge about the methodologies for performance evaluation and efficiency management
- ♦ Integrate innovations in talent management and their impact on employee retention and loyalty
- ♦ Develop strategies for motivation and development of high-performance teams
- ♦ Propose effective solutions for change management and conflict resolution in organizations







### **Module 13. Economic and Financial Management**

- ♦ Analyze the macroeconomic environment and its influence on the national and international financial system
- ♦ Define the information systems and Business Intelligence for financial decision-making
- ♦ Differentiate key financial decisions and risk management in financial management
- ♦ Evaluate strategies for financial planning and obtain business financing

### **Module 14. Commercial and Strategic Marketing Management**

- ♦ Structure the conceptual framework and the importance of commercial management in companies
- ♦ Delve into the fundamental elements and activities of marketing and their impact on the organization
- ♦ Determine the stages of the strategic marketing planning process
- ♦ Evaluate strategies to improve corporate communication and the digital reputation of the company

### **Module 15. Executive Management**

- ♦ Define the concept of General Management and its relevance in business management
- ♦ Evaluate the roles and responsibilities of managers in organizational culture
- ♦ Analyze the importance of operations management and quality management in the value chain
- ♦ Develop interpersonal communication and public speaking skills for the formation of spokespersons

# 03

## Skills

After passing the assessments in the MBA in Corporate Communications Management (CCO, Chief Communications Officer), students will have acquired the skills needed to produce high quality work. In addition, students will exhibit new skills and techniques that will help them enhance their previous knowledge. This way, journalists and communication professionals will be able to successfully work within the press, communication and marketing offices of businesses in all sectors. This will therefore increase the value of their professional profile and will help them to become much more competent journalist, prepared to work in various fields.





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*Through studying this Professional Master's Degree you will acquire the necessary skills to be able to take your performance to a higher level”*



## General Skills

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- ◆ Specialize in the interpretation and assessment of corporate communication
- ◆ Apply the latest trends in business management in the company
- ◆ Develop their own personal and managerial skills
- ◆ Make decisions in a complex and unstable environment
- ◆ Identify the target audiences and any competitors, and develop new projects to help you improve
- ◆ Analyze the diverse sources used in journalism and corporate communication
- ◆ Apply innovative techniques and concepts used in the speciality
- ◆ Use innovative processes that apply to the practice of the profession
- ◆ Manage new communication channels on the internet
- ◆ Create appropriate communication plans for each sector



*Enroll in the best Corporate Communication program on the current university market"*





## Specific Skills

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- ♦ Develop strategies for corporate brand and reputation management as strategic resources for differentiation, legitimacy and business excellence
- ♦ Describe the strategic role of integrated and consistent communication with all the stakeholders
- ♦ Strengthen leadership skills and competencies of future asset managers
- ♦ Establish techniques for creating a personal and professional brand
- ♦ Implement rigorous metrics that show a return on the strategic management of intangible assets, both with consolidated non-financial indicators and with direct impact on the business
- ♦ Describe the new rules of communication, own content creation and the relationship with stakeholders in the digital world within which organizations compete
- ♦ Plan and implement integral communication plans
- ♦ Establish complex communication strategies to achieve a link with all audiences
- ♦ Develop skills and competencies for efficiently managing all aspects of the communication department of any organization in all its branches
- ♦ Describe the essential elements of corporate communication management
- ♦ Explore the characteristics of communication in specific sectors

# 04

# Course Management

The teaching staff of this MBA is composed of highly specialized and experienced professionals in the field of corporate communications. In fact, their expertise covers a wide range of areas, from Public Relations to crisis management, including digital communication strategies and branding. Therefore, these experts not only possess in-depth theoretical knowledge, but are also committed to academic excellence and the practical application of communication principles in real business environments.







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*The goal of the faculty will be to empower you to become a strategic leader in the field of corporate communication in a constantly evolving business world"*



## International Guest Director

Eric Nyquist, Ph.D., is a leading international sports professional who has built an impressive career, noted for his **strategic leadership** and ability to drive change and **innovation** in world-class sports organizations.

In fact, he has held senior roles such as **Director of Communications and Impact** at **NASCAR**, based in **Florida, USA**. With many years of experience behind him at NASCAR, Dr. Nyquist has also held several leadership positions, including **Senior Vice President of Strategic Development** and **General Manager of Business Affairs**, managing more than a dozen disciplines ranging from **strategic development** to **entertainment marketing**.

Nyquist has also made a significant mark on **Chicago's top** sports franchises. As **Executive Vice President** of the **Chicago Bulls** and **Chicago White Sox** franchises, he has demonstrated his ability to drive **business** and **strategic success** in the world of **professional sports**.

Finally, it is worth noting that he began his career in **sports** while working in **New York** as a **senior strategic analyst** for **Roger Goodell** in the **National Football League (NFL)** and, prior to that, as a **Legal Intern** with the **United States Football Federation**.



## Dr. Nyquist, Eric

- ♦ Director of Communications and Impact at NASCAR, Florida, USA
- ♦ Senior Vice President of Strategic Development at NASCAR, Florida, United States
- ♦ Vice President of Strategic Planning at NASCAR
- ♦ Senior Director of Business Affairs at NASCAR
- ♦ Executive Vice President at Chicago White Sox Franchises
- ♦ Executive Vice President at Chicago Bulls Franchises
- ♦ Manager of Business Planning at the National Football League (NFL)
- ♦ Business Affairs/Legal Intern with the United States Soccer Federation
- ♦ Juris Doctor from the University of Chicago
- ♦ Master's Degree in Business Administration-MBA from the University of Chicago Booth School of Business
- ♦ B.A. in International Economics from Carleton College.



*Thanks to TECH you will be able to learn with the best professionals in the world"*

## International Guest Director

With over 20 years of experience in designing and leading global **talent acquisition teams**, Jennifer Dove is an expert in **technology recruitment** and **strategy**. Throughout her career, she has held senior positions in several technology organizations within **Fortune 50**, companies such as **NBC Universal** and **Comcast**. Her track record has allowed her to excel in competitive, high-growth environments.

As **Vice President of Talent Acquisition** en **Mastercard**, she is responsible for overseeing talent onboarding strategy and execution, collaborating with business leaders and **Human Resources** managers to meet operational and strategic hiring objectives. In particular, she aims to **build diverse, inclusive** and **high-performing teams** that drive innovation and growth of the company's products and services. In addition, she is adept at using tools to attract and retain the best people from around the world. She is also responsible for amplifying Mastercard's employer brand and value **proposition** through publications, events and social media.

Jennifer Dove has demonstrated her commitment to continuous professional development by actively participating in networks of **Human Resources** professionals and contributing to the onboarding of numerous employees at different companies. After earning her bachelor's degree in **Organizational Communication** from the University of **Miami**, she has held management positions in recruitment for companies in various areas.

On the other hand, it has been recognized for its ability to lead organizational transformations, **integrate technologies** into **recruitment processes** and develop leadership programs that prepare institutions for future challenges. She has also successfully implemented **wellness programs** that have significantly increased employee satisfaction and retention.



## Ms. Dove, Jennifer

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- Vice President of Talent Acquisition at Mastercard, New York, United States
- Director of Talent Acquisition at NBCUniversal, New York, USA
- Head of Recruitment at Comcast
- Director of Recruiting at Rite Hire Advisory, New York, USA
- Executive Vice President of the Sales Division at Ardor NY Real Estate
- Director of Recruitment at Valerie August & Associates
- Account Executive at BNC
- Account Executive at Vault
- Graduated in Organizational Communication from the University of Miami.



*Take the opportunity to learn about the latest advances in this field in order to apply it to your daily practice"*

## International Guest Director

A technology leader with decades of experience in major technology multinationals, Rick Gauthier has developed prominently in the field of clouds services and end-to-end process improvement. He has been recognized as a leader and manager of highly efficient teams, showing a natural talent for ensuring a high level of engagement among his employees.

He possesses innate gifts in strategy and executive innovation, developing new ideas and backing his success with quality data. His background at Amazon has allowed him to manage and integrate the company's IT services in the United States. At Microsoft he has led a team of 104 people, responsible for providing corporate-wide IT infrastructure and supporting product engineering departments across the company.

This experience has allowed him to stand out as a high-impact manager with remarkable abilities to increase efficiency, productivity and overall customer satisfaction.





## D. Gauthier, Rick

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- ♦ Regional IT Director at Amazon, Seattle, USA
- ♦ Senior Program Manager at Amazon
- ♦ Vice President of Wimmer Solutions
- ♦ Senior Director of Productive Engineering Services at Microsoft
- ♦ Degree in Cybersecurity from Western Governors University
- ♦ Technical Certificate in Commercial Diving from Divers Institute of Technology
- ♦ B.S. in Environmental Studies from The Evergreen State College

“

*Do you want to update your knowledge with the highest educational quality? TECH offers you the most updated content in the academic market, designed by authentic experts of international prestige”*

## International Guest Director

Romi Arman is a renowned international expert with more than two decades of experience in **Digital Transformation, Marketing, Strategy and Consulting**. Through that extended trajectory, he has taken different risks and is a permanent **advocate** for **innovation** and **change** in the business environment. With that expertise, he has collaborated with CEOs and corporate organizations from all over the world, pushing them to move away from traditional business models. In this way, he has helped companies such as Shell Energy become **true market leaders**, focused on their **customers** and the **digital world**.

The strategies designed by Arman have a latent impact, as they have enabled several corporations to **improve the experiences of consumers, staff and shareholders** alike. The success of this expert is quantifiable through tangible metrics such as **CSAT, employee engagement** in the institutions where he has practiced and the growth of the **EBITDA financial indicator** in each of them.

Also, in his professional career, he has nurtured and **led high-performance teams** that have even received awards for their **transformational potential**. With Shell, specifically, the executive has always set out to overcome three challenges: meeting **customers'** complex **decarbonization** demands **supporting a "cost-effective decarbonization"** and **overhauling** a fragmented **data, digital and technology landscape**. Thus, his efforts have shown that in order to achieve sustainable success, it is essential to start from the needs of consumers and lay the foundations for the transformation of processes, data, technology and culture.

In addition, the executive stands out for his mastery of the **business applications** of **Artificial Intelligence**, a subject in which he holds a postgraduate degree from the London Business School. At the same time, he has accumulated experience in **IoT** and **Salesforce**.



## Mr. Arman, Romi

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- ♦ Digital Transformation Director (CDO) at Shell Energy Corporation, London, UK
- ♦ Global Director of E-Commerce and Customer Service at Shell Energy Corporation
- ♦ National Key Account Manager (OEM and automotive retailers) for Shell in Kuala Lumpur, Malaysia
- ♦ Senior Management Consultant (Financial Services Sector) for Accenture based in Singapore
- ♦ Graduate of the University of Leeds
- ♦ Graduate Diploma in Business Applications of AI for Senior Executives from London Business School
- ♦ CCXP Customer Experience Professional Certification
- ♦ IMD Executive Digital Transformation Course

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*Bet on TECH! You will have access to the best didactic materials, at the forefront of technology and education, implemented by internationally renowned specialists in the field”*

## International Guest Director

Manuel Arens is an experienced data management professional and leader of a highly qualified team. In fact, Arens holds the position of **global purchasing manager** in Google's Technical Infrastructure and Data Center division, where he has spent most of his professional career. Based in Mountain View, California, he has provided solutions for the tech giant's operational challenges, such as master **data integrity**, **vendor data updates** and **vendor prioritization**. He has led data center supply chain planning and vendor risk assessment, generating improvements in vendor risk assessment, resulting in process improvements and workflow management that have resulted in significant cost savings.

With more than a decade of work providing digital solutions and leadership for companies in diverse industries, he has extensive experience in all aspects of strategic solution delivery, including **marketing**, **media analytics**, **measurement** and **attribution**. In fact, he has received a number of accolades for his work, including the **BIM Leadership Award**, the **Search Leadership Award**, the **Lead Generation Export Program Award** and the **Export Lead Generation Program Award** and the **EMEA Best Sales Model Award**.

Arens also served as **Sales Manager** in Dublin, Ireland. In this role, he built a team of 4 to 14 members over three years and led the sales team to achieve results and collaborate well with each other and cross-functional teams. He also served as **Senior Industry Analyst**, Hamburg, Germany, creating storylines for over 150 clients using internal and third party tools to support analysis. He developed and wrote in-depth reports to demonstrate his mastery of the subject matter, including understanding the **macroeconomic and political/regulatory factors** affecting technology adoption and diffusion.

He has also led teams at companies such as Eaton, Airbus and Siemens, where he gained valuable account management and supply chain experience. He is particularly noted for continually exceeding expectations by **building valuable customer relationships** and **working seamlessly with people at all levels of an organization**, including stakeholders, management, team members and customers. His data-driven approach and ability to develop innovative and scalable solutions to industry challenges have made him a prominent leader in his field.



## Mr. Arens, Manuel

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- Global Procurement Manager at Google, Mountain View, USA
- Senior Manager, B2B Analytics and Technology, Google, USA
- Sales Director - Google, Ireland
- Senior Industry Analyst at Google, Germany
- Accounts Manager - Google, Ireland
- Accounts Payable at Eaton, UK
- Supply Chain Manager at Airbus, Germany

“

*The most qualified and experienced professionals at international level are waiting for you at TECH to offer you a first class teaching, updated and based on the latest scientific evidence. What are you waiting for to enroll?"*

## International Guest Director

Andrea La Sala is an experienced **Marketing executive** whose projects have had a **significant impact** on the **Fashion environment**. Throughout his successful career he has developed different tasks related to **Products, Merchandising and Communication**. All of this linked to with prestigious brands such as **Giorgio Armani, Dolce&Gabbana, Calvin Klein**, among others.

The results of this **high-profile international executive** have been linked to his proven ability to **synthesize information** in clear frameworks and execute **concrete actions** aligned to **specific business objectives**. In addition, he is recognized for his **proactivity** and **adaptability to fast-paced** work rhythms. To all this, this expert adds a **strong commercial awareness**, **market vision** and a **genuine passion for products**.

As **Global Brand and Merchandising Director** at **Giorgio Armani**, he has overseen a variety of **Marketing strategies** for **apparel and accessories**. His tactics have also focused on the **retail environment** and **consumer needs and behavior**. In this La Sala has also been responsible for shaping the commercialization of products in different markets, acting as **team leader** in the **Design, Communication and Sales departments**.

On the other hand, in companies such as **Calvin Klein** or **Gruppo Coin**, he has undertaken projects to boost the **structure**, and **development of different collections**. He has been in charge of creating **effective calendars** for buying and selling **campaigns**.

He has also been in charge of the **terms, costs, processes and delivery times** of different operations.

These experiences have made Andrea La Sala one of the main and most qualified **corporate leaders** in **Fashion and Luxury**. A high managerial capacity with which he has managed to effectively **implement the positive positioning** of **different brands** and redefine their key performance indicators (KPIs).





## Ms. La Sala, Andrea

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- ♦ Global Brand & Merchandising Director Armani Exchange at Giorgio Armani, Milan, Italy
- ♦ Merchandising Director at Calvin Klein
- ♦ Brand Manager at Gruppo Coin
- ♦ Brand Manager at Dolce&Gabbana
- ♦ Brand Manager at Sergio Tacchini S.p.A.
- ♦ Market Analyst at Fastweb
- ♦ Graduate of Business and Economics at Università degli Studi del Piemonte Orientale

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*Study at the best online university in the world according to Forbes! In this MBA you will have access to an extensive library of multimedia resources, developed by internationally renowned professors”*

## International Guest Director

Mick Gram is synonymous with innovation and excellence in the field of **Business Intelligence** internationally. His successful career is linked to leadership positions in multinationals such as **Walmart** and **Red Bull**. Likewise, this expert stands out for his vision to **identify emerging technologies** that, in the long term, achieve an everlasting impact in the corporate environment.

On the other hand, the executive is considered a **pioneer** in the **use of data visualization techniques** that simplified complex sets, making them accessible and facilitating decision making. This ability became the pillar of his professional profile, transforming him into a desired asset for many organizations that bet on **gathering information** and **generating concrete actions** from them.

One of his most outstanding projects in recent years has been the **Walmart Data Cafe platform**, the largest of its kind in the world that is anchored in the **cloud** aimed at **Big Data** analysis. In addition, he has held the position of **Director of Business Intelligence** at **Red Bull**, covering areas such as **Sales, Distribution, Marketing and Supply Chain Operations**. His team was recently recognized for its constant innovation regarding the use of Walmart Luminare's new API for Shopper and Channel insights.

As for his training, the executive has several Masters and postgraduate studies at prestigious centers such as the **University of Berkeley**, in the United States, and the **University of Copenhagen**, in Denmark. Through this continuous updating, the expert has attained cutting-edge competencies. Thus, he has come to be considered a **born leader** of the **new global economy**, centered on the drive for data and its infinite possibilities.



## Mr. Gram, Mick

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- ♦ Director of Business Intelligence and Analytics at Red Bull, Los Angeles, United States
- ♦ Business Intelligence Solutions Architect for Walmart Data Cafe
- ♦ Independent Business Intelligence and Data Science Consultant
- ♦ Director of Business Intelligence at Capgemini
- ♦ Senior Analyst at Nordea
- ♦ Senior Business Intelligence Consultant at SAS
- ♦ Executive Education in AI and Machine Learning at UC Berkeley College of Engineering
- ♦ Executive MBA in e-commerce at the University of Copenhagen
- ♦ B.Sc. and M.Sc. in Mathematics and Statistics at the University of Copenhagen

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*Achieve your academic and career goals with the best qualified experts in the world! The faculty of this MBA will guide you through the entire learning process"*

## International Guest Director

Scott Stevenson is a distinguished expert in the **Digital Marketing** sector who, for more than 19 years, has been linked to one of the most powerful companies in the entertainment industry, **Warner Bros. Discovery**. In this role, he has played a fundamental role in **overseeing logistics** and **creative workflows** across various digital platforms, including social media, search, display and linear media.

This executive's leadership has been crucial in driving in **production strategies** in **paid media**, resulting in a **marked improvement** which has resulted in **company's conversion rates**. At the same time, he has assumed other roles, such as Director of Marketing Services and Traffic Manager at the same multinational during his former management.

Stevenson has also been involved in the global distribution of video games and **digital property campaigns**. He was also responsible for introducing operational strategies related to the formation, completion and delivery of sound and image content for **television commercials** and **trailers**.

In addition, he holds a Bachelor's degree in Telecommunications from the University of Florida and a Master's Degree in Creative Writing from the University of California, which demonstrates his proficiency in **communication** and **storytelling**. In addition, he has participated at Harvard University's School of Professional Development in cutting-edge programs on the use of **Artificial Intelligence** in **business**. Therefore, his professional profile stands as one of the most relevant in the current field of **Marketing** and **Digital Media**.



## Mr. Stevenson, Scott

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- Director of Digital Marketing at Warner Bros. Discovery, Burbank, United States
- Traffic Manager at Warner Bros. Entertainment.
- M.A. in Creative Writing from the University of California
- B.S. in Telecommunications from the University of Florida

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*Thanks to this university program, 100% online, you will be able to combine your studies with your daily obligations, under the guidance of the leading international experts in the field of your interest. Enroll now!”*



## Management



### Dr. González Fernández, Sara

- ♦ Specialist in Institutional and Corporate Communication in several companies
- ♦ Audiovisual Editor at Castilla la Mancha Media
- ♦ Editor in the Territorial Centre of TVE Andalucía
- ♦ Editor at Radio Nacional de España
- ♦ Editor at Diario JAÉN
- ♦ PhD in Communication from the University of Seville
- ♦ Master's Degree in Scriptwriting, Narrative and Audiovisual Creativity from the University of Seville
- ♦ Degree in Journalism from the University of Seville
- ♦ Member of: Seville Press Association and the Federation of Spanish Journalists' Associations



# 05

## Structure and Content

The content structure of this program has been designed by a team of Journalism, Marketing and Communication professionals who are aware of the relevance of up-to-date qualifications in this field as a way of deepening one's professional knowledge. They have created a comprehensive syllabus specially designed to provide information to science professionals with competencies related to the unique features and characteristics of the world of corporate communication. Therefore, after successfully completing this academic course, students will be much more prepared to carry out their work in this field in a more autonomous and competent way.





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*We guarantee the most complete and up-to-date learning program on the market, which will allow you to enter an exciting world with every guarantee of success”*



## Module 1. Organizations Management

- 1.1. Strategic Management
  - 1.1.1. Organizational Design
  - 1.1.2. Strategic Position of the Business
  - 1.1.3. Competitive and Corporate Strategies
- 1.2. Corporate Finance
  - 1.2.1. Financial Policy and Growth
  - 1.2.2. Company Valuation Methods
  - 1.2.3. Capital Structure and Financial Leverage
  - 1.2.4. Finance for the Global Communications Officer
- 1.3. Strategic Leadership for Intangible Asset Economy
  - 1.3.1. Cultural Alignment Strategies
  - 1.3.2. Corporate and Differentiating Leadership
  - 1.3.3. Change and Transformation Agent
- 1.4. Economic Situation
  - 1.4.1. The Fundamentals of the Global Economy
  - 1.4.2. The Globalization of Companies and Financial Markets
  - 1.4.3. Entrepreneurship and New Markets
- 1.5. Innovation and Digital Transformation
  - 1.5.1. Management and Strategic Innovation
  - 1.5.2. Creative Thinking and Design Thinking
  - 1.5.3. Open Innovation
  - 1.5.4. Sharing Economy
- 1.6. International Context
  - 1.6.1. Geopolitics
  - 1.6.2. Divisive Markets and Types of Change
  - 1.6.3. Hedging with Currency Exchange Contracts
  - 1.6.4. Foreign Investments and Exportation Financing

## Module 2. Managerial Skills

- 2.1. Public Speaking and Spokesperson Education
  - 2.1.1. Interpersonal Communication
  - 2.1.2. Communication Skills and Influence
  - 2.1.3. Communication Barriers

- 2.2. Communication and Leadership
  - 2.2.1. Leadership and Leadership Styles
  - 2.2.2. Motivation
  - 2.2.3. Skills and Abilities of the Leader 2.0
- 2.3. Personal Branding
  - 2.3.1. Strategies to Develop Personal Branding
  - 2.3.2. Personal Branding Laws
  - 2.3.3. Tools for Creating Personal Brands
- 2.4. Team Management
  - 2.4.1. Work Teams and Management Meetings
  - 2.4.2. Managing Change Processes
  - 2.4.3. Managing Multicultural Teams
  - 2.4.4. Coaching
- 2.5. Negotiation and Conflict Resolution
  - 2.5.1. Effective Negotiation Techniques
  - 2.5.2. Interpersonal Conflicts
  - 2.5.3. Intercultural Negotiation
- 2.6. Emotional Intelligence
  - 2.6.1. Emotional Intelligence and Communication
  - 2.6.2. Assertiveness, Empathy, and Active Listening
  - 2.6.3. Self-Esteem and Emotional Language
- 2.7. Relational Capital: Coworking
  - 2.7.1. Managing Human Capital
  - 2.7.2. Performance Analysis
  - 2.7.3. Managing Equality and Diversity
  - 2.7.4. Innovation in People Management
- 2.8. Time Management
  - 2.8.1. Planning, Organization and Control
  - 2.8.2. The Methodology of Time Management
  - 2.8.3. Action Plans
  - 2.8.4. Tools for Efficient Time Management



**Module 3. Ethics and Corporate Social Responsibility**

- 3.1. The Managerial Role and CSR
  - 3.1.1. Strategic Vision and Corporate Social Responsibility
  - 3.1.2. Balanced Scorecard
  - 3.1.3. Systems and Models for Implementing CSR
  - 3.1.4. Organization of CSR Roles and Responsibilities
- 3.2. Corporate Responsibility
  - 3.2.1. Value Creation in an Economy of Intangibles
  - 3.2.2. CSR: Corporate Commitment
  - 3.2.3. Social, Environmental, and Economic Impact
- 3.3. Responsible Finance and Investment
  - 3.3.1. Sustainability and Responsibility of the Financial Manager
  - 3.3.2. Transparency in Information
  - 3.3.3. Finance and Responsible Investment
  - 3.3.4. Social Economy, Cooperativity and Corporate Social Responsibility
- 3.4. Business and Environment
  - 3.4.1. Sustainable Development
  - 3.4.2. Response of Companies to Environmental Problems
  - 3.4.3. Waste and Emissions
- 3.5. Packaging and Environment
  - 3.5.1. Packaging as a Differentiation Business Strategy
  - 3.5.2. Encouragement and Communication at the Point of Sale
  - 3.5.3. Packaging Design and Future Trends
- 3.6. Responsible Management Systems and Tools
  - 3.6.1. Social Responsibility Management Systems
  - 3.6.2. Integration Systems
  - 3.6.3. Quality Management Systems, the Environment and Occupational Health and Safety
  - 3.6.4. Audits
- 3.7. Multinationals and Human Rights
  - 3.7.1. Globalization, Human Rights and Multinational Companies
  - 3.7.2. Multinational Companies and International Law
  - 3.7.3. Specific Legal Instruments
- 3.8. Legal Environment and Corporate Governance
  - 3.8.1. International Rules on Importation and Exportation
  - 3.8.2. Intellectual and Industrial Property
  - 3.8.3. International Labor Law

**Module 4. Corporate Communication, Brand Strategy and Reputation**

- 4.1. Corporate Identity and Strategic Vision
  - 4.1.1. Identity and Redefining Business Values
  - 4.1.2. Corporate Business Culture
  - 4.1.3. Communication Department Challenges
  - 4.1.4. Public Image and Projection
- 4.2. Corporate Brand Strategy
  - 4.2.1. Public Image and Stakeholders
  - 4.2.2. Corporate Branding Strategy and Management
  - 4.2.3. Corporate Communication Strategy in Line With Brand Identity
- 4.3. Reputation Theory
  - 4.3.1. Reputation as a Paradigm of a Good Company
  - 4.3.2. The Concept of Corporate Reputation
  - 4.3.3. Internal Reputation
  - 4.3.4. Influence of Internationalization on Corporate Reputation
- 4.4. Reputation Evaluation
  - 4.4.1. Corporate Reputation Audit
  - 4.4.2. Listed Companies Reputation Monitor
  - 4.4.3. Reputational Good Governance Index
  - 4.4.4. Analysis of Sectorial Reputation
- 4.5. Reputation Management
  - 4.5.1. Corporate Reputation Management
  - 4.5.2. Focus on Brand Reputation
  - 4.5.3. Leadership Reputation Management
- 4.6. Reputational Risk and Crisis Management
  - 4.6.1. Listening to and Managing Feedback
  - 4.6.2. Procedures, Crisis Manual and Contingency Plans
  - 4.6.3. Spokesperson Training in Emergency Situations
- 4.7. Ethical Sustainability
  - 4.7.1. Sustainable Criteria and Strategies
  - 4.7.2. Communication Campaigns with Sustainability Criteria
  - 4.7.3. Sustainable Brand Positioning and Image

- 4.8. Brand Metrics and Analysis and Reputation
  - 4.8.1. Introduction to the Metrics of Corporate Branding
  - 4.8.2. Internal and External Measurement Indexes
  - 4.8.3. Brand Management Tools
  - 4.8.4. Brand Assessment and Ranking

### Module 5. Strategic Planning in Corporate Communication

- 5.1. Strategic Planner
  - 5.1.1. Strategic Planner: Origins and Functions
  - 5.1.2. The Strategic Planner in Public Businesses, Strategic Consultancies and Communication Companies
  - 5.1.3. Stakeholder Management
- 5.2. Planning Models and Schools
  - 5.2.1. Models for Intangibles Management
  - 5.2.2. Intangibles and Strategic Plans
  - 5.2.3. Evaluation of Intangibles
  - 5.2.4. Reputation and Intangibles
- 5.3. Qualitative Research in Strategic Planning
  - 5.3.1. Insights Detection
  - 5.3.2. Focus Groups for Strategic Planning
  - 5.3.3. Planning of Strategic Interviews
- 5.4. Quantative Research in Strategic Planning
  - 5.4.1. Data Analysis and Drawing Conclusions
  - 5.4.2. Use of Psychometric Techniques
  - 5.4.3. Challenges of Applied Research in Business Communication
- 5.5. Creative Strategy Formulation
  - 5.5.1. Explore Alternative Strategies
  - 5.5.2. Counter briefing or Creative Briefing
  - 5.5.3. Branding and Positioning
- 5.6. Strategic Use of Different Media
  - 5.6.1. 360° Campaigns
  - 5.6.2. Launching of New Products
  - 5.6.3. Social Trends
  - 5.6.4. Evaluation of Effectiveness



- 5.7. Trends in Business Communication
  - 5.7.1. Generation and Distribution of Corporate Content
  - 5.7.2. Business Communication on the Web 2.0
  - 5.7.3. Implementation of Metrics in the Communication Process
- 5.8. Sponsorship and Patronage
  - 5.8.1. Sponsorship, Patronage and Social Advertising Action Strategies
  - 5.8.2. Communication Opportunities and Tangible and Intangible Returns
  - 5.8.3. Hospitality and Collaboration Actions

## Module 6. Managing Aspects of Corporate Communication

- 6.1. Communication in Organizations
  - 6.1.1. Organizations, People and Society
  - 6.1.2. Historical Evolution of Organizational Behavior
  - 6.1.3. Bidirectional Communication
  - 6.1.4. Communication Barriers
- 6.2. Structure, Control and Challenges in Communication Management
  - 6.2.1. Departmental Structure in Communication Management
  - 6.2.2. Current Trends in Management Models
  - 6.2.3. Integration of Intangibles
  - 6.2.4. Communication Department Challenges
- 6.3. Integral Communication Plans
  - 6.3.1. Audit and Diagnosis
  - 6.3.2. Elaboration of Communication Plan
  - 6.3.3. Measuring Results: KPIs and ROI
- 6.4. Effects of the Media
  - 6.4.1. Efficiency of Commercial and Advertising Communication
  - 6.4.2. Theories on the Effects of the Media
  - 6.4.3. Social and Co-Creation Models
- 6.5. Press Offices and Their Relationship with Communication Media
  - 6.5.1. Identifying Opportunities and Information Needs
  - 6.5.2. Management of Reports and Interviews with Spokespersons
  - 6.5.3. Virtual Press Room and E-Communication
  - 6.5.4. Buying Advertising Space

- 6.6. Public Relations
  - 6.6.1. PR Strategy and Practice
  - 6.6.2. Protocol and Ceremonial Rules
  - 6.6.3. Event Organization and Creative Management
- 6.7. Lobbies and Pressure Groups
  - 6.7.1. Opinion Groups and Their Actions in Businesses and Institutions
  - 6.7.2. Institutional Relations and Lobbying
  - 6.7.3. Areas of Intervention, Regulatory Instruments, Diffusion Strategies and Media
- 6.8. Internal Communication
  - 6.8.1. Motivational Programs, Social Action, Participation and HR Training Programs
  - 6.8.2. Internal Communication Support and Tools
  - 6.8.3. Internal Communication Plan
- 6.9. Branding & Naming
  - 6.9.1. Brand Management and Coordination in Launching of New Products
  - 6.9.2. Brand Repositioning
- 6.10. Audience Forecasting and Data Sources
  - 6.10.1. Measurement Units and Audience Profiles
  - 6.10.2. Affinity, Share, Rating and GRPs
  - 6.10.3. Current Suppliers in the Advertising Market

## Module 7. Communication in Specialized Sectors

- 7.1. Financial Communication
  - 7.1.1. Value of Intangibles
  - 7.1.2. Financial Communication in Listed Companies
  - 7.1.3. The Issuers of the Financial Communication
  - 7.1.4. Public Objective in Financial Operations
- 7.2. Political and Electoral Communication
  - 7.2.1. Image in Political and Electoral Campaigns
  - 7.2.2. Political Advertising
  - 7.2.3. Political and Electoral Communication Plan
  - 7.2.4. Electoral Communication Audits

- 7.3. Communication and Health
  - 7.3.1. Journalism and Health Information
  - 7.3.2. Interpersonal and Group Communication in the Field of Health
  - 7.3.3. Communication Risk and Communicative Management in a Health Crisis
- 7.4. Digital Culture and Hypermedia Museography
  - 7.4.1. Production and Diffusion of Art in the Digital Era
  - 7.4.2. Cultural Spaces as a Paradigm of Hypermedia and Transmedia Convergences
  - 7.4.3. Constructive Participation in the Digital Culture
- 7.5. Communication at the Forefront of Public Organizations
  - 7.5.1. Communication in the Public Sector
  - 7.5.2. Strategy and Creation in Public Organization Communications
  - 7.5.3. Intangible Assets in the Public Sector
  - 7.5.4. Information Policy of Public Organizations
- 7.6. Communications in Non-Profit Organizations
  - 7.6.1. NPO and Relationship with Government Agencies
  - 7.6.2. Corporative Reputation in Non-Profit Organizations
  - 7.6.3. Diagnosis, Evaluation and Development in Communication Plans for These Types of Organizations
  - 7.6.4. Different Figures and Communication Media

## Module 8. Marketing and Communication

- 8.1. Product Placement and Branded Content
  - 8.1.1. Unique Forms of Communication and Brand Placement
  - 8.1.2. Concepts, Products and Services in User-Friendly Media
- 8.2. Digital Media Planning and Contracting
  - 8.2.1. Real Time Bidding
  - 8.2.2. Integrated Digital Campaign Planning
  - 8.2.3. Advertising Investment Control Scorecard
- 8.3. Promotional Marketing
  - 8.3.1. Consumer Promotions
  - 8.3.2. Sales Force, Channel, Point of Sale and Special Promotions
  - 8.3.3. Success and Cost-Effectiveness of Promotional Actions

- 8.4. Planning, Execution and Measurement of SEM Campaigns
  - 8.4.1. Search Engine Marketing
  - 8.4.2. Conversion of Traffic to Qualified Traffic
  - 8.4.3. SEM Project Management
- 8.5. Metrics and Results Analysis in Public Digital Campaigns
  - 8.5.1. Ad servers
  - 8.5.2. Traditional Metrics in Digital GRPs
  - 8.5.3. Cross-Media and Interactions
- 8.6. Display Advertising, Rich Media and Viral Publicity
  - 8.6.1. Media, Formats and Supports
  - 8.6.2. Conversion Funnel
  - 8.6.3. Buzz Marketing and WOM
- 8.7. Mobile Marketing, Geo-localization and Internet TV
  - 8.7.1. New Mobile Marketing Applications
  - 8.7.2. Geo-localization
  - 8.7.3. Applications which Integrate Websites, Geotagging and Mobile
- 8.8. Advertising Effectiveness
  - 8.8.1. Research Techniques and Tracking Campaigns
  - 8.8.2. Coverage and Effective Frequency Analysis
  - 8.8.3. Notoriety and Time Distribution Patterns of Advertising Pressure

## Module 9. Customer Relationship Management

- 9.1. CRM and Relational Marketing
  - 9.1.1. Business Philosophy or Strategic Orientation
  - 9.1.2. Customer Identification and Differentiation
  - 9.1.3. The Company and its Stakeholders
  - 9.1.4. Clienting
- 9.2. Database Marketing and Customer Relationship Management
  - 9.2.1. Database Marketing Applications
  - 9.2.2. Information Sources, Storage, and Processing
- 9.3. Consumer Psychology and Behavior
  - 9.3.1. The Study of Consumer Behavior
  - 9.3.2. Internal and External Consumer Factors
  - 9.3.3. Consumer Decision Process
  - 9.3.4. Consumerism, Society, Marketing, and Ethics



- 9.4. Consumer Centric Marketing
  - 9.4.1. Segmentation
  - 9.4.2. Profitability Analysis
  - 9.4.3. Customer Loyalty Strategies
- 9.5. CRM Management Techniques
  - 9.5.1. Direct Marketing
  - 9.5.2. Multichannel Integration
  - 9.5.3. Viral Marketing
- 9.6. Advantages and Risks of Implementing CRM
  - 9.6.1. CRM, Sales and Costs
  - 9.6.2. Customer Satisfaction and Loyalty
  - 9.6.3. Technology Implementation
  - 9.6.4. Strategic and Management Errors

## Module 10. Communication Strategy in the Digital World

- 10.1. Web 2.0 or the Social Web
  - 10.1.1. Organization in the Age of Conversation
  - 10.1.2. Web 2.0 Is All About People
  - 10.1.3. Digital Environment and New Communication Formats
- 10.2. Digital Communication and Reputation
  - 10.2.1. Online Reputation Report
  - 10.2.2. Etiquette and Best Practices in Social Networking
  - 10.2.3. Branding and Networking 2.0
- 10.3. Designing and Planning an Online Reputation Plan
  - 10.3.1. Brand Reputation Plan
  - 10.3.2. General metrics, ROI, and Social CRM
  - 10.3.3. Online Crisis and Reputational SEO
- 10.4. Generalist, Professional and Microblogging Platforms
  - 10.4.1. Facebook
  - 10.4.2. LinkedIn
  - 10.4.3. Google+
  - 10.4.4. Twitter
- 10.5. Video, Image, and Mobility Platforms
  - 10.5.1. YouTube
  - 10.5.2. Instagram
  - 10.5.3. Flickr
  - 10.5.4. Vimeo
  - 10.5.5. Pinterest
- 10.6. Content Strategy and Storytelling
  - 10.6.1. Corporate Blogging
  - 10.6.2. Content Marketing Strategy
  - 10.6.3. Creating a Content Plan
  - 10.6.4. Content Curation Strategy
- 10.7. Social Media Strategies
  - 10.7.1. Corporate PR and Social Media
  - 10.7.2. Defining the Strategy to Be Followed in Each Medium
  - 10.7.3. Analysis and Evaluation of Results
- 10.8. Community Management:
  - 10.8.1. Functions, Duties, and Responsibilities of the Community Manager
  - 10.8.2. Social Media Manager
  - 10.8.3. Social Media Strategist
- 10.9. Social Media Plan
  - 10.9.1. Designing a Social Media Plan
  - 10.9.2. Schedule, Budget, Expectations and Follow-up
  - 10.9.3. Contingency Protocol in Case of Crisis
- 10.10. Online Monitoring Tools
  - 10.10.1. Management Tools and Desktop Applications
  - 10.10.2. Monitoring and Research Tools

## Module 11. Leadership, Ethics and Social Responsibility in Companies

- 11.1. Globalization and Governance
  - 11.1.1. Governance and Corporate Governance
  - 11.1.2. The Fundamentals of Corporate Governance in Companies
  - 11.1.3. The Role of the Board of Directors in the Corporate Governance Framework

- 11.2. Cross Cultural Management
  - 11.2.1. Cross Cultural Management Concept
  - 11.2.2. Contributions to Knowledge of National Cultures
  - 11.2.3. Diversity Management
- 11.3. Sustainability
  - 11.3.1. Sustainability and Sustainable Development
  - 11.3.2. The 2030 Agenda
  - 11.3.3. Sustainable Companies
- 11.4. Corporate Social Responsibility
  - 11.4.1. International Dimensions of Corporate Social Responsibility
  - 11.4.2. Implementing Corporate Social Responsibility
  - 11.4.3. The Impact and Measurement of Corporate Social Responsibility
- 11.5. Responsible Management Systems and Tools
  - 11.5.1. CSR: Corporate Social Responsibility
  - 11.5.2. Essential Aspects for Implementing a Responsible Management Strategy
  - 11.5.3. Steps for the Implementation of a Corporate Social Responsibility Management System
  - 11.5.4. CSR Tools and Standards
- 11.6. Multinationals and Human Rights
  - 11.6.1. Globalization, Multinational Companies and Human Rights
  - 11.6.2. Multinational Corporations and International Law
  - 11.6.3. Legal Instruments for Multinationals in the Area of Human Rights
- 11.7. Legal Environment and Corporate Governance
  - 11.7.1. International Rules on Importation and Exportation
  - 11.7.2. Intellectual and Industrial Property
  - 11.7.3. International Labor Law

## Module 12. People and Talent Management

- 12.1. Strategic People Management
  - 12.1.1. Strategic Management and Human Resources
  - 12.1.2. Strategic People Management
- 12.2. Competency-based Human Resources Management
  - 12.2.1. Potential Analysis
  - 12.2.2. Remuneration Policy
  - 12.2.3. Career/Succession Plans

- 12.3. Performance Evaluation and Performance Management
  - 12.3.1. Performance Management
  - 12.3.2. Performance Management: Objectives and Process
- 12.4. Innovation in Talent and People Management
  - 12.4.1. Models of Strategic Talent Management
  - 12.4.3. Identification, Training and Development of Talent
  - 12.4.3. Loyalty and Retention
  - 12.4.4. Proactivity and Innovation
- 12.5. Motivation
  - 12.5.1. The Nature of Motivation
  - 12.5.2. The Theory of Expectations
  - 12.5.3. Theories of Needs
  - 12.5.4. Motivation and Financial Rewards
- 12.6. Development of High-Performance Teams
  - 12.6.1. High-Performance Teams: Self-Managed Teams
  - 12.6.2. Management Methodologies for High-Performance Self-Managed Teams
- 12.7. Change Management
  - 12.7.1. Change management
  - 12.7.2. Type of Change Management Processes
  - 12.7.3. Stages or Phases in Change Management
- 12.8. Productivity, Attraction, Retention and Activation of Talent
  - 12.8.1. Productivity
  - 12.8.2. Talent Attraction and Retention Levers

## Module 13. Economic and Financial Management

- 13.1. Economic Environment
  - 13.1.1. Macroeconomic Environment and the National Financial System
  - 13.1.2. Financial Institutions
  - 13.1.3. Financial Markets
  - 13.1.4. Financial Assets
  - 13.1.5. Other Financial Sector Entities

- 13.2. Executive Accounting
  - 13.2.1. Basic Concepts
  - 13.2.2. The Company's Assets
  - 13.2.3. The Company's Liabilities
  - 13.2.4. The Company's Net Worth
  - 13.2.5. The Income Statement
- 13.3. Information Systems and Business Intelligence
  - 13.3.1. Fundamentals and Classification
  - 13.3.2. Cost Allocation Phases and Methods
  - 13.3.3. Choice of Cost Center and Impact
- 13.4. Budget and Management Control
  - 13.4.1. The Budget Model
  - 13.4.2. The Capital Budget
  - 13.4.3. The Operating Budget
  - 13.4.5. Treasury Budget
  - 13.4.6. Budget Monitoring
- 13.5. Financial Management
  - 13.5.1. The Company's Financial Decisions
  - 13.5.2. Financial Department
  - 13.5.3. Cash Surpluses
  - 13.5.4. Risks Associated with Financial Management
  - 13.5.5. Financial Administration Risk Management
- 13.6. Financial Planning
  - 13.6.1. Definition of Financial Planning
  - 13.6.2. Actions to be Taken in Financial Planning
  - 13.6.3. Creation and Establishment of the Business Strategy
  - 13.6.4. The Cash Flow Table
  - 13.6.5. The Working Capital Table
- 13.7. Corporate Financial Strategy
  - 13.7.1. Corporate Strategy and Sources of Financing
  - 13.7.2. Financial Products for Corporate Financing
- 13.8. Strategic Financing
  - 13.8.1. Self-financing
  - 13.8.2. Increase in Equity
  - 13.8.3. Hybrid Resources
  - 13.8.4. Financing Through Intermediaries

- 13.9. Financial Analysis and Planning
  - 13.9.1. Analysis of the Balance Sheet
  - 13.9.2. Analysis of the Income Statement
  - 13.9.3. Profitability Analysis
- 13.10. Analyzing and Solving Cases/Problems
  - 13.10.1. Financial Information on Industria de Diseño y Textil, S.A. (INDITEX)

## Module 14. Commercial and Strategic Marketing Management

- 14.1. Commercial Management
  - 14.1.1. Conceptual Framework of Commercial Management
  - 14.1.2. Business Strategy and Planning
  - 14.1.3. The Role of Sales Managers
- 14.2. Marketing
  - 14.2.1. The Concept of Marketing
  - 14.2.2. The Basic Elements of Marketing
  - 14.2.3. Marketing Activities in Companies
- 14.3. Strategic Marketing Management
  - 14.3.1. The Concept of Strategic Marketing
  - 14.3.2. Concept of Strategic Marketing Planning
  - 14.3.3. Stages in the Process of Strategic Marketing Planning
- 14.4. Digital Marketing and e-Commerce
  - 14.4.1. Digital Marketing and E-commerce Objectives
  - 14.4.2. Digital Marketing and Media Used
  - 14.4.3. E-Commerce General Context
  - 14.4.4. Categories of E-commerce
  - 14.4.5. Advantages and Disadvantages of E-commerce Versus Traditional Commerce.
- 14.5. Digital Marketing to Reinforce a Brand
  - 14.5.1. Online Strategies to Improve Your Brand's Reputation
  - 14.5.2. Branded Content and Storytelling
- 14.6. Digital Marketing to Attract and Retain Customers
  - 14.6.1. Loyalty and Engagement Strategies through the Internet
  - 14.6.2. Visitor Relationship Management
  - 14.6.3. Hypersegmentation

- 14.7. Managing Digital Campaigns
  - 14.7.1. What is a Digital Advertising Campaign?
  - 14.7.2. Steps to Launch an Online Marketing Campaign
  - 14.7.3. Mistakes in Digital Advertising Campaigns
- 14.8. Sales Strategy
  - 14.8.1. Sales Strategy
  - 14.8.2. Sales Methods
- 14.9. Digital Communication and Reputation
  - 14.9.1. Online Reputation
  - 14.9.2. How to Measure Digital Reputation?
  - 14.9.3. Online Reputation Tools
  - 14.9.4. Online Reputation Report
  - 14.9.5. Online Branding

## Module 15. Executive Management

- 15.1. General Management
  - 15.1.1. The Concept of General Management
  - 15.1.2. The Role of the CEO
  - 15.1.3. The CEO and their Responsibilities
  - 15.1.4. Transforming the Work of Management
- 15.2. Manager Functions: Organizational Culture and Approaches
  - 15.2.1. Manager Functions: Organizational Culture and Approaches
- 15.3. Operations Management
  - 15.3.1. The Importance of Management
  - 15.3.2. Value Chain
  - 15.3.3. Quality Management







- 15.4. Public Speaking and Spokesperson Education
  - 15.4.1. Interpersonal Communication
  - 15.4.2. Communication Skills and Influence
  - 15.4.3. Communication Barriers
- 15.5. Personal and Organizational Communications Tools
  - 15.5.1. Interpersonal Communication
  - 15.5.2. Interpersonal Communication Tools
  - 15.5.3. Communication in the Organization
  - 15.5.4. Tools in the Organization
- 15.6. Communication in Crisis Situations
  - 15.6.1. Crisis
  - 15.6.2. Phases of the Crisis
  - 15.6.3. Messages: Contents and Moments
- 15.7. Preparation of a Crisis Plan
  - 15.7.1. Analysis of Possible Problems
  - 15.7.2. Planning
  - 15.7.3. Adequacy of Personnel

“

*A unique, key, and decisive experience to boost your professional development”*



06

# 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"*



## 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”*



*You will have access to a learning system based on repetition, with natural and progressive teaching throughout the entire syllabus.*



*The student will learn, through collaborative activities and real cases, how to solve complex situations in real business environments.*

### A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch, which presents the most demanding challenges and decisions in this field, both nationally and internationally. 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 professional reality is taken into account.

“*Our program prepares you to face new challenges in uncertain environments and achieve success in your career”*

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 will have to combine all their knowledge and research, and argue and defend their ideas and decisions.

## Relearning Methodology

TECH effectively combines the Case Study methodology with a 100% online learning system based on repetition, which combines 8 different teaching elements in each lesson.

We enhance the Case Study with the best 100% online teaching method: Relearning.

*In 2019, we obtained the best learning results of all online universities in the world.*

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 university is the only one in the world authorized to employ 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.





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.

This methodology has 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, and financial markets and 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.



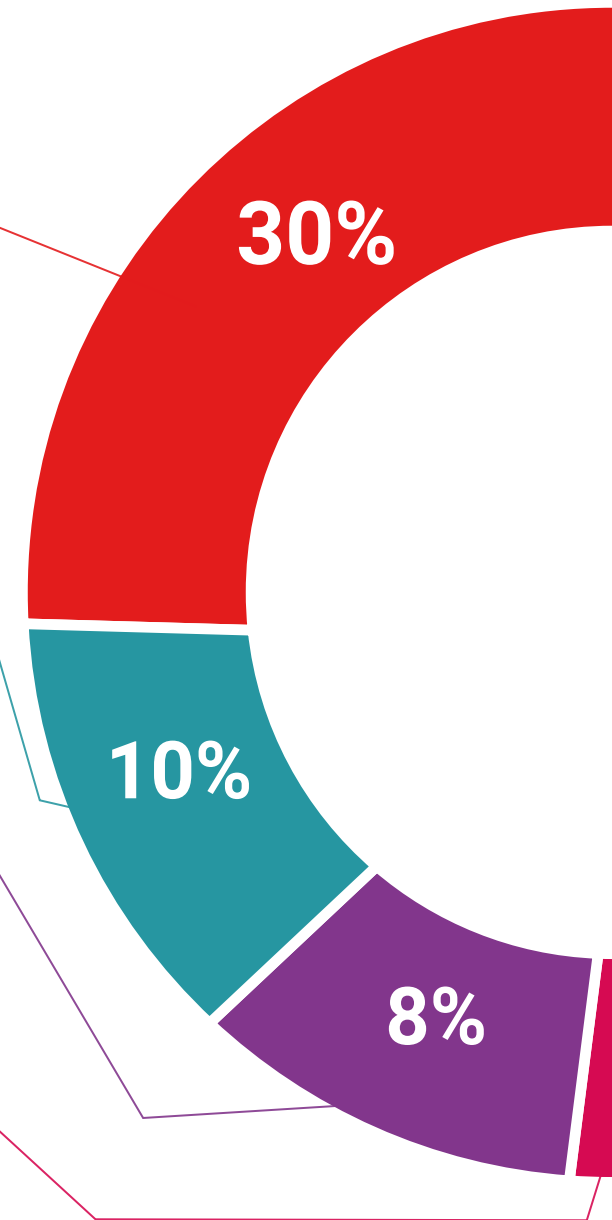
### Practising Skills and Abilities

They will carry out activities to develop specific skills and abilities in each subject area. Exercises and activities to acquire and develop the skills and abilities that a specialist needs to develop in the context of the globalization that we are experiencing.



### 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.





#### 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 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.



07

# Certificate

The MBA in Corporate Communications Management (CCO, Chief Communications Officer) guarantees, in addition to the most rigorous and up-to-date education, access to a Professional Master's Degree issued by TECH Technological University.





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*Successfully complete this program  
and receive your university qualification  
without having to travel or fill out laborious  
paperwork”*



This **MBA in Corporate Communications Management (CCO, Chief Communications Officer)** contains the most complete and up-to-date program on the market.

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

The diploma issued by **TECH Technological University** will reflect the qualification obtained in the Professional Master's Degree, and meets the requirements commonly demanded by labor exchanges, competitive examinations and professional career evaluation committees.

Title: **Professional Master's Degree MBA in Corporate Communications Management (CCO, Chief Communications Officer)**

Official N° of hours: **1,500 h.**

Modality: **online**

Duration: **12 months**



\*Apostille Convention. In the event that the student wishes to have their paper diploma issued with an apostille, TECH EDUCATION will make the necessary arrangements to obtain it, at an additional cost..



## Professional Master's Degree

MBA in Corporate Communications Management (CCO, Chief Communications Officer)

- » Modality: online
- » Duration: 12 months
- » Certificate: TECH Technological University
- » Schedule: at your own pace
- » Exams: online

# Professional Master's Degree

MBA in Corporate Communications  
Management (CCO, Chief  
Communications Officer)

