Advanced Master's Degree
Communications and Corporate Identity Management

tech global university

Advanced Master's Degree
Communications and Corporate Identity Management

» Modality: **online**
» Duration: **2 years**
» Certificate: **TECH Global University**
» Credits: **120 ECTS**
» Schedule: **at your own pace**
» Exams: **online**

Website: **www.techtitute.com/us/journalism-communication/advanced-master-degree/advanced-master-degree-communications-corporate-identity-management**

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01

Introduction

In today's companies, having a communications department is fundamental, as it is essential to protect the reputation of the entity, creating communication campaigns and a brand image recognized by the public. With this highly competent specialization you will be able to take a solid and reliable step in this field, obtaining the personal and professional skills necessary to practice as an expert in the field.

Become one of the most demanded professionals of the moment thanks to this Advanced Master's Degree and train yourself to be in charge of business communication"

Achieving a good management of corporate communication is essential for the survival of any company, since it is the department in charge of maintaining the company's reputation, through the implementation of communication strategies, against possible smear campaigns. But also, creating a corporate image recognized by the general public, through which the work done by the company is recognized.

Likewise, the advance of new technologies has caused this department to acquire a relevance in recent years, since, at present, the company-customer relationship has moved to the digital world, especially through social networks, becoming a great stage where communication between the two is carried out. Therefore, it is essential that the communication manager has superior skills in the use of these tools and is able to use them for the benefit of the corporate image. For this reason, at TECH we have designed this very complete Advanced Master's Degree with which the student will be able to acquire the necessary skills to develop in this field.

With this program, we will not only take you through the theoretical knowledge we offer, but we will show you another way of studying and learning, more organic, simpler and more efficient. We will work to keep you motivated and to create in you a passion for learning. And we will push you to think and develop your critical thinking skills.

This Advanced Master's Degree is designed to give you access to the specific knowledge of this discipline in an intensive and practical way. A great value for any professional. And in a 100% online format, thanks to which you can decide where and when to study. Without the restrictions of fixed timetables or having to move between classrooms, this course can be combined with work and family life.

This **Advanced Master's Degree in Communications and Corporate Identity Management** contains the most complete and up-to-date academic program on the university scene. The most important features of the program include:

- The latest technology in online teaching software
- A highly visual teaching system, supported by graphic and schematic contents that are easy to assimilate and understand
- Practical cases presented by practising experts
- State-of-the-art interactive video systems
- Teaching supported by remote training
- Continuous updating and retraining systems
- Self-organised learning which makes the course completely compatible with other commitments
- Practical exercises for self-evaluation and learning verification
- Support groups and educational synergies: questions to the expert, debate and knowledge forums
- Content that is accessible from any, fixed or portable device with an Internet connection
- Complementary resource banks that are permanently available

A high-level specialization, supported by advanced technological development and the teaching experience of the best professionals"

A training program created for professionals who aspire to excellence that will allow you to acquire new skills and strategies in a smooth and effective way"

Specializing in Business Communication will increase the visibility of your CV.

We have the best teaching methodology and a multitude of simulated cases that will help you train in real situations.

Our teaching staff is made up of working professionals. In this way we ensure that we provide you with the up-to-date training we are aiming for. A multidisciplinary team of professionals prepared and experienced in different environments, who will develop theoretical knowledge efficiently, but, above all, will put at the service of specialization the practical knowledge derived from their own experience.

Developed by a multidisciplinary team of e-learning experts, this Advanced Master's Degree integrates the latest advances in educational technology. This way you will be able to study with a range of easy-to-use and versatile multimedia tools that will give you the necessary skills you need for your specialization.

The design of this program is based on Problem-Based Learning, an approach that conceives learning as a highly practical process. To achieve this remotely, we will use telepractice learning. With the help of an innovative interactive video system and Learning from an Expert, you will be able to acquire the knowledge as if you were actually dealing with the case you are studying A concept that will allow you to integrate and fix learning in a more realistic and permanent way.

02
Objectives

TECH's objective is to prepare highly qualified professionals for work experience. An objective that is complemented, moreover, in a global manner, by promoting human development that lays the foundations for a better society. This objective is focused on helping professionals reach a much higher level of expertise and control. A goal that, as the student, you will be able to achieve thanks to a highly intensive and detailed course.

If your goal is to improve in your profession, to acquire a qualification that will enable you to compete among the best, then look no further: Welcome to TECH"

General Objectives

- Acquire the necessary knowledge to carry out an adequate advertising communication using the most advanced digital tools.
- Learn how to develop a corporate identity
- Be able to lead communication teams in large corporations.
- Achieving an adequate corporate image for a brand

We are the largest online university in the world, and we want to help you improve your future"

Specific Objectives

◆ Be able to understand the basic concepts and theoretical models of human communication, its elements and characteristics, as well as the role it plays in the psychological processes of advertising and public relations

◆ Have the ability to adequately contextualize the media systems and in particular the global communication structure

◆ Know how to describe the main research trends in social communication, as well as their different models: Behaviorist, functional, constructivist and structuralist

◆ Know how to define the framework of action of the large media groups and their concentration processes

◆ Know the fields of advertising and public relations and their processes and organizational structures

◆ Know how to identify the professional profiles of advertising and public relations professionals, as well as the main skills required in the performance of their professional practice

◆ 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

◆ Identify the fundamental principles of human creativity and its application in the different forms of persuasive communication

- Know how to apply creative processes to the field of communication, especially advertising and public relations

- Understand the systems for analyzing advertising and public relations campaigns.

- Know how to describe the structure of advertising agencies

- Delineate each of the functions for the management of the advertising and public relations company, highlighting their main applications

- Have the ability to analyze, process, interpret, elaborate and organize digital communication

- Be able to analyze and optimize the use of new communication channels and strategies of digital media by advertising and public relations

- Understand the importance of the Internet in the search for and management of information in the field of advertising and public relations, in its application to specific cases studies

- Have ability to analyze, process, interpret, elaborate and organize digital communication.

- Be able to analyze and optimize the use of new communication channels and strategies of digital media by advertising and public relations

- Know how to analyze, interpret and structure digital information

- Know how to develop a virtual communication style in a learning community specialized in the field of advertising and public relations

- Master the strategies and tools for Internet research, knowing the different formats, supports and data storage sites in the service of advertising and public relations

- Know how to express oneself fluently and effectively in oral and written communication, taking advantage of the most appropriate linguistic and literary resources

- Have the ability to analyze the different levels and components that make up the Spanish linguistic system, as well as the discursive products that are framed in different textual typologies.

- Be able to identify the similarities and differences between the oral code and the written code

- Be able to know and master the strategies of coherence, cohesion and adequacy in the elaboration of texts

- Recognize the different phases of the writing process.

- Know how to distinguish the main structural and linguistic properties of the different textual models

- Be able to elaborate texts based on the structural and linguistic conventions of each textual typology, as well as respecting the basic textual properties and linguistic correctness

- Have the capacity and ability to use information and communication technologies and techniques in the different combined and interactive media or media systems

- Have the capacity and ability to take advantage of computer systems and resources in the field of advertising and public relations, as well as their interactive applications

- Understand the structure and transformation of today's society in relation to the elements, forms and processes of advertising and public relations communication

- Recognize the sociological, economic and legal aspects that influence advertising communication and the development of public relations

- Be able to relate advertising and public relations in a coherent manner with other social and human sciences

- Encourage creativity and persuasion through different supports and different means of communication

- Know the significant and appropriate tools for the study of advertising and public relations

- Know how to act as an advertising and public relations professional in accordance with the legal and ethical rules of the profession

- Know the elements, forms and processes of advertising languages and other forms of persuasive communication

- Know how to develop a correct verbal and written communication to transmit ideas and decisions with clarity and rigor in the exposition

- Be able to solve problems arising in the professional practice

- Be qualified for the creation and development of audiovisual elements, sound or musical effects, through the use of digital tools for video and audio editing by computer, with the use of computer programs

- Know how to discriminate the different types of advertising media and supports, as well as their structural, formal and constitutive elements

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

- Identify the fundamental principles of human creativity and its application in the different forms of persuasive communication

- Know the fundamentals of advertising and the agents involved in the advertising creation process

- Recognize and identify the professional profiles of advertising professionals, as well as the main functions and requirements that must be fulfilled for their professional development.

- Manage institutional communication in all circumstances, even in crisis episodes in which the message is aligned with the interests of the different stakeholders

- Manage the communication of any event related to corporate communication

- Create the corporate image of any entity from any of its attributes

- Know how to analyze the elements that make up the advertising message: graphic elements, audiovisual elements and musical and sound elements.

- Understand the nature and communicative potential of images and graphic design

- Know how to use information and communication technologies and techniques in the different combined and interactive media or media systems

- Develop strategies for brand and corporate 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 intangible asset managers

- Establish techniques for creating a personal and professional brand

- Implement rigorous metrics that demonstrate the 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

- Describe the essential elements of corporate communication management

- Explore the characteristics of communication in specific sectors

03
Course Management

This academic program includes the most specialized teaching staff in the current educational market. They are specialists selected by TECH to develop the whole syllabus. In this way, starting from their own existence and the latest evidence, they have designed the most up-to-date content that provides a guarantee of quality in such a relevant subject.

"

TECH offers the most specialized teaching staff in the field of study. Enroll now and enjoy the quality you deserve"

International Guest Director

Awarded with the "International Content Marketing Awards" for her creativity, leadership and quality of her informative contents, Wendy Thole-Muir is a recognized **Communication Director** highly specialized in the field of **Reputation Management**.

In this sense, she has developed a solid professional career of more than two decades in this field, which has led her to be part of prestigious international reference entities such as **Coca-Cola**. Her role involves the supervision and management of corporate communication, as well as the control of the organizational image. Among her main contributions, she has led the implementation of the Yammer **internal interaction platform**. Thanks to this, employees increased their commitment to the brand and created a community that significantly improved the transmission of information.

On the other hand, she has been in charge of managing the communication of the companies' **strategic investments** in different African countries. An example of this is that she has managed dialogues around significant investments in Kenya, demonstrating the commitment of the entities to the economic and social development of the country. At the same time, she has achieved numerous **recognitions** for her ability to manage the perception of the firms in all the markets in which it operates. In this way, she has ensured that companies maintain a high profile and consumers associate them with high quality.

In addition, in her firm commitment to excellence, she has actively participated in renowned global **Congresses and Symposiums** with the objective of helping information professionals to stay at the forefront of the most sophisticated techniques to **develop successful strategic communication plans**. In this way, she has helped numerous experts to anticipate institutional crisis situations and to manage adverse events in an effective manner.

Ms. Thole-Muir, Wendy

- Director of Strategic Communications and Corporate Reputation at Coca-Cola, South Africa
- Head of Corporate Reputation and Communications at ABI at SABMiller de Lovania, Belgium
- Communications Consultant at ABI, Belgium
- Reputation and Communications Consultant at Third Door in Gauteng, South Africa
- Master's Degree in Social Behavioral Studies, University of South Africa
- Master's Degree in Sociology and Psychology, University of South Africa
- Bachelor of Arts in Political Science and Industrial Sociology from the University of KwaZulu-Natal, South Africa
- Bachelor of Arts in Psychology from the University of South Africa

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

04
Skills

Once all the contents have been studied and the objectives of the Advanced Master's Degree in Communications and Corporate Identity Management have been achieved, the professional will have superior competencies and skills in this area. A very complete approach, in a high-level master's degree, which makes the difference.

Achieving excellence in any profession requires effort and perseverance. But, above all, the support of professionals, who will give you the boost you need, with the necessary means and assistance. At TECH, we offer you everything you need"

General Skills

◆ Acquire the necessary skills for the professional practice of Communication and Corporate Identity with the knowledge of all the necessary factors to perform it with quality and expertise

◆ Developing an organization's corporate identity

Our objective is very simple: to offer you a quality specialization, with the best teaching system currently available, so that you can achieve excellence in your profession"

Specific Skills

- Describe the characteristics and fundamentals of communication
- See human social communication as a social science
- Know how to use the different online communication platforms
- Develop a plan for the creation of the corporate identity
- Create communication in the digital environment
- Mastering the way of communicating on mobile devices
- Correct writing in the advertising field
- Use the different languages of the mass media
- Using the television
- Using the radio
- Using creative thinking applied to advertising and communication
- Develop a corporate identity for an organization
- Use of graphic design tools
- Create a recognized brand for the company
- Managing the reputation of the corporation
- Create effective communication channels with *stakeholders*
- Create comprehensive communication plans, both internal and external
- Carrying out advertising campaigns to promote the brand's image
- Understanding and assessing corporate communication metrics

Structure and Content

The contents of this Professional Master's Degree have been developed by different professional, with a clear purpose: To ensure that our students acquire each and every one of the necessary skills to become true experts in this field. The content of this Advanced Master's Degree will allow you to learn all aspects of the different disciplines involved in this area. A comprehensive and well-structured program that will take you to the highest standards of quality and success.

Through a very well compartmentalized development, you will be able to access the most advanced knowledge of the moment in Communications and Corporate Identity Management"

Module 1. The Structure of Communication

1.1.   Theory, Concept and Method of the Structure of Communication
  1.1.1.   Autonomy in the Discipline and Relationship with other Subjects
  1.1.2.   The Structuralist Method
  1.1.3.   Definition and Purpose of the " Structure of Communication "
  1.1.4.   Guide for the Analysis of the Structure of Communication
1.2.   New International Communication Order
  1.2.1.   Control and Ownership of Communication
  1.2.2.   Communication Marketing
  1.2.3.   Cultural Dimension of Communication
1.3.   Major News Agencies
  1.3.1.   What is an Information Agency?
  1.3.2.   News and Information: Importance of the Journalist
  1.3.3.   Before the Internet, the Great Unknowns
  1.3.4.   A globalized World Map: From Local to Transnational
  1.3.5.   News Agencies can be seen Thanks to the Internet
  1.3.6.   The World' s Leading Agencies
1.4.   The Advertising Industry and its Relationship with the Media System
  1.4.1.   Advertising Industry, Consciousness Industries
  1.4.2.   The Need for Advertising in the Media
  1.4.3.   Structure of the Advertising Industry
  1.4.4.   The Media and its Relationship with the Advertising Industry
  1.4.5.   Advertising Regulations and Ethics
1.5.   Cinema and the Culture and Leisure Market
  1.5.1.   Introduction
  1.5.2.   The Complex Nature of Film
  1.5.3.   The Origin of the Industry
  1.5.4.   Hollywood, the Movie Capital of the World
  1.5.5.   The Power of Hollywood
  1.5.6.   From the Golden Hollywood Oscars to the *Photocall* of New Platforms.
  1.5.7.   The New Screens

1.6.   Political Power and the Media
  1.6.1.   Influence of the Media in the Shaping of Society
  1.6.2.   Media and Political Power
  1.6.3.   Manipulation and Political Power
1.7.   Media Concentration and Communication Policies
  1.7.1.   Theoretical Approach to External Growth Processes
  1.7.2.   Competition and Communication Policies in the European Union
1.8.   Communication Structure in Spain
  1.8.1.   The Communication Sector within the Framework of Spain's Economic Activity
  1.8.2.   The Communication Market
  1.8.3.   Communication in the Spanish Production System: Between Perfect Competition and Oligopoly
  1.8.4.   The Public and Private Communication Sectors in Spain
  1.8.5.   Main Media Sectors in the Spanish Information Market
  1.8.6.   Structure of Television in Spain
  1.8.7.   Radio in Spain
  1.8.8.   Written and Digital Press
  1.8.9.   Communication Groups and Supplements
  1.8.10.   The Decline of the Free Press and the Emerging Digital Press
1.9.   Communication Structure in Latin America
  1.9.1.   Introduction
  1.9.2.   Historical Approach:
  1.9.3.   Bipolarity of the Hispanic American Media System
  1.9.4.   Hispanic Media in the United States
1.10.   A Perspective on the Structure of Communications and Journalism
  1.10.1.   Digitalization and the New Media Structure
  1.10.2.   The Structure of Communication in Democratic Countries

Module 2. Social Communication Theory

2.1. Introduction. The Science of Communication as a Social Science

    2.1.1. Introduction: The Study of Communication as a Social Science

    2.1.2. Knowledge

    2.1.3. The Scientific Method

    2.1.4. Common Concepts in Scientific Research

2.2. Elements of Communication. Scientific Fields of Social Communication

    2.2.1. Empirical Research on Communicative Phenomena

    2.2.2. The Concept of Communication

2.3. Scientific Fields of Communication

    2.3.1. Trends in Social Communication Research

    2.3.2. The Origins of the Study of Communication

    2.3.3. The Modern Period: The Split between the Theory of Argumentation and the Art of Pronunciation

    2.3.4. The 20th century: the rhetoric of the mass media

2.4. Communicative Behavior

    2.4.1. An Overview of the Concept of Communicative Behavior

    2.4.2. Animal Ethology and the Study of Human Communication

    2.4.3. The Biological Background of Communication

    2.4.4. Intrapersonal Communication

    2.4.5. Patterns of Communicative Behavior

    2.4.6. The Study of Nonverbal Communicative Behavior

2.5. The Communicative Transaction

    2.5.1. Symbolic Exchange and Human Culture

    2.5.2. Transactional Analysis

2.6. Identity, Self-Concept and Communication

    2.6.1. Transactional Micropolitics and Self-Concept: Interaction as Negotiation of Identities

    2.6.2. The Presentation of Oneself in Daily Routines

    2.6.3. The Construction of the Self-Concept and its Expression

    2.6.4. Self-concept Motivated to Interact

    2.6.5. Conversational Pragmatics

2.7. Communication in Groups and Organizations

    2.7.1. The Social Group

    2.7.2. Social Networks, Sociometry and Intra- and Intergroup Communication

    2.7.3. Units and Levels of Analysis of Group Communication

    2.7.4. The Diffusion of Innovation Theory

    2.7.5. Communication in Organizations

2.8. Media Communication (I). Theories on the Power of the Media

    2.8.1. Media Communication

    2.8.2. Characteristics of the Media and their Messages

    2.8.3. The Powerful Effects of the Mass Media

2.9. Media Communication (II). Limited effects

    2.9.1. General Approach to the Relative Safety of the Media

    2.9.2. Selective Processing

    2.9.3. The Uses and Gratifications of Mass Communications

2.10. Computerized Communication and Virtual Reality as Emerging Objects of Study

    2.10.1. Computer-mediated Communication: The Problem of its Theoretical Integration

    2.10.2. Progress Towards the Consolidation of a Theoretical Corpus of Computer-mediated Communication

    2.10.3. Evolution of the Theory of Uses and Gratifications

    2.10.4. Virtual Reality as an Emerging Object of Study

Module 3. Technology and Information and Knowledge Management

3.1.   Online Teaching-Learning Environment
    3.1.1.   Introduction to Computer Science
        3.1.1.1. What is a Computer?
        3.1.1.2. The Components of a Computer
        3.1.1.3. The Files
        3.1.1.4. Representation and Information Measurement
    3.1.2.   Distance Learning
    3.1.3.   The Moodle e-learning Platform: Virtual Classrooms
        3.1.3.1. Didactic Activities
    3.1.4.   Basic Rules of Online Communication
    3.1.5.   How to Download Information from the Internet?
        3.1.5.1. Download Files
        3.1.5.2. Saving an Image
    3.1.6.   The Forums as a Place of Interaction
        3.1.6.1. The Forum for Collaborative Study: Participation in Forums
        3.1.6.2. Features of the Forums in the Virtual Classroom
        3.1.6.3. Types of Forums
3.2.   Online Communication and Online Communication for Learning
    3.2.1.   Introduction
    3.2.2.   Online Communication
        3.2.2.1. What is Communication and how is it performed?
        3.2.2.2. What is Online Communication?
        3.2.2.3. Online Communication for Learning
        3.2.2.4. Online Communication for Distance Learning and the Distance Learner
3.3.   Free Online Communication Tools
    3.3.1.   E-mail
    3.3.2.   Instant Messaging Tools
    3.3.3.   Google Talk
    3.3.4.   Pidgin

3.4.   Virtual Reality Environments or Virtual Worlds
    3.4.1.   Definition
    3.4.2.   Advantages
    3.4.3.   Features
    3.4.4.   Virtual Worlds and Distance Education
    3.4.5.   Second Life

Module 4. Fundamentals of Communication in the Digital Environment

4.1.   360º Communication
    4.1.1.   Introduction
    4.1.2.   What is 360º Communication?
    4.1.3.   Consumer Insights
    4.1.4.   Conventional and Non-Conventional Media
    4.1.5.   Communicate, always Communicate
    4.1.6.   Business Case Study: Fanta
4.2.   Online Advertising Techniques and Web Presence
    4.2.1.   Introduction
    4.2.2.   Online Advertising
    4.2.3.   E-mail marketing
    4.2.4.   The Corporate Website
    4.2.5.   Business Case Study: Bic sends emails to 17 countries in 13 languages and 4 alphabets
4.3.   Social Communication on the Web
    4.3.1.   Introduction
    4.3.2.   Blogs and the Blogosphere
    4.3.3.   Types of Blogs
    4.3.4.   Microblogs or Nanoblogs
    4.3.5.   Social Networks
    4.3.6.   Web 3.0
    4.3.7.   Business Case Study: Johnnie Walker

Module 5. Written Communication.

Module 6. Television Communication

Module 7. Radio Communication

Module 8. Creativity in Communication

Module 9. Corporate Identity

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
	6.6.2.	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 Brands
	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.	Promotional Marketing
	9.9.3.	Features
	9.9.4.	Hazards
	9.9.5.	Promotional Types and Techniques
9.10.	The Distribution and Image of the Point of Sale
	9.10.1.	The Main Players in Retail Distribution in Spain
	9.10.2.	The Image of Retail Distribution Companies through Positioning
	9.10.3.	Through its Name and Logo

Module 10. The Fundamentals of Graphic Design

10.1. Introduction to Design
10.2. Design and Configuration
10.3. Introduction to Adobe Lightroom I
10.4. Introduction to Adobe Lightroom II
10.5. Library and Adobe Lightroom
10.6. Developed in Adobe Lightroom I
10.7. Presets
10.8. Shades in Adobe Lightroom
10.9. Developed in Adobe Lightroom II
10.10. Developed in Adobe Lightroom III

Module 11. Organizations Management

11.1.	Strategic Management
	11.1.1.	Organisational Design
	11.1.2.	Strategic Position of the Business
	11.1.3.	Competitive and Corporate Strategies
11.2.	Corporate Finance
	11.2.1.	Financial Policy and Growth
	11.2.2.	Company Valuation Methods
	11.2.3.	Capital Structure and Financial Leverage
	11.2.4.	Finance for the Global Communications Officer
11.3.	Strategic Leadership for Intangible Asset Economy
	11.3.1.	Cultural Alignment Strategies
	11.3.2.	Corporate and Differentiating Leadership
	11.3.3.	Change and Transformation Agent
11.4.	Economic Situation
	11.4.1.	The Fundamentals of the Global Economy
	11.4.2.	The Globalization of Companies and Financial Markets
	11.4.3.	Entrepreneurship and New Markets

11.5. Innovation and Digital Transformation
    11.5.1. Management and Strategic Innovation
    11.5.2. Creative Thinking and Design Thinking
    11.5.3. Open Innovation
    11.5.4. Sharing Economy
11.6. International Context
    11.6.1. Geopolitics
    11.6.2. Divisive Markets and Types of Change
    11.6.3. Hedging with Currency Exchange Contracts
    11.6.4. Foreign Investments and Exportation Financing

Module 12. Managerial Skills

12.1. Public Speaking and Spokesperson Training
    12.1.1. Interpersonal Communication
    12.1.2. Communication Skills and Influence
    12.1.3. Communication Barriers
12.2. Communication and Leadership
    12.2.1. Leadership and Leadership Styles
    12.2.2. Motivation
    12.2.3. Skills and Abilities of the Leader 2.0
12.3. Personal Branding
    12.3.1. Strategies for Personal Brand Development
    12.3.2. Personal Branding Laws
    12.3.3. Tools for Creating Personal Brands
12.4. Team Management
    12.4.1. Work Teams and Management Meetings
    12.4.2. Managing Change Processes
    12.4.3. Managing Multicultural Teams
    12.4.4. Coaching
12.5. Negotiation and Conflict Resolution
    12.5.1. Effective Negotiation Techniques
    12.5.2. Interpersonal Conflicts
    12.5.3. Intercultural Negotiation

12.6. Emotional Intelligence
    12.6.1. Emotional Intelligence and Communication
    12.6.2. Assertiveness, Empathy, and Active Listening
    12.6.3. Self-Esteem and Emotional Language
12.7. Relational Capital: Coworking
    12.7.1. Managing Human Capital
    12.7.2. Performance Analysis
    12.7.3. Managing Equality and Diversity
    12.7.4. Innovation in People Management
12.8. Time Management
    12.8.1. Planning, Organisation and Control
    12.8.2. The Methodology of Time Management
    12.8.3. Action Plans
    12.8.4. Tools for Efficient Time Management

Module 13. Ethics and Corporate Social Responsibility

13.1. The Managerial Role and CSR
    13.1.1. Strategic Vision and Corporate Social Responsibility
    13.1.2. Balanced Scorecard
    13.1.3. Systems and Models for Implementing CSR
    13.1.4. Organization of CSR Roles and Responsibilities
13.2. Corporate Responsibility
    13.2.1. Value Creation in an Economy of Intangibles
    13.2.2. CSR: Corporate Commitment
    13.2.3. Social, Environmental, and Economic Impact
13.3. Responsible Finance and Investment
    13.3.1. Sustainability and the CFO's Responsibility
    13.3.2. Transparency in Information
    13.3.3. Finance and Responsible Investment
    13.3.4. Social Economy, Cooperation and Corporate Social Responsibility

13.4. Business and Environment

    13.4.1. Sustainable Development

    13.4.2. Legislative Development in Environmental Responsibility

    13.4.3. Response of Companies to Environmental Problems

    13.4.4. Waste and Emissions

13.5. Packaging and the Environment

    13.5.1. Packaging as a Differentiation Business Strategy

    13.5.2. Encouragement and Communication at the Point of Sale

    13.5.3. Packaging Design and Future Trends

13.6. Responsible Management Systems and Tools

    13.6.1. Social Responsibility Management Systems

    13.6.2. Integration Systems

    13.6.3. Quality Management Systems, the Environment and Occupational Health and Safety

    13.6.4. Audits

13.7. Business ethics

    13.7.1. Ethical Behavior in Companies

    13.7.2. Deontology and Ethical Codes

    13.7.3. Fraud and Conflicts of Interest

13.8. Multinationals and Human Rights

    13.8.1. Globalization, Human Rights and Multinational Companies

    13.8.2. Multinational Companies and International Law

    13.8.3. Specific Legal Instruments

13.9. Legal Environment and Corporate Governance

    13.9.1. International Rules on Importation and Exportation

    13.9.2. Intellectual and Industrial Property

    13.9.3. International Labor Law

Module 14. Corporative Communication, Brand Strategy and Reputation

14.1. Corporate Identity and Strategic Vision

    14.1.1. Identity and Redefining Business Values

    14.1.2. Corporate Business Culture

    14.1.3. Communication Department Challenges

    14.1.4. Public Image and Projection

14.2. Corporate Brand Strategy

    14.2.1. Public Image and Stakeholders

    14.2.2. Corporate Branding Strategy and Management

    14.2.3. Corporate Communication Strategy in Line With Brand Identity

14.3. Reputation Theory

    14.3.1. Reputation as a Paradigm of a Good Company

    14.3.2. The Concept of Corporate Reputation

    14.3.3. Internal Reputation

    14.3.4. Influence of Internationalization on Corporative Reputation

14.4. Reputation Evaluation

    14.4.1. Corporative Reputation Audit

    14.4.2. Listed Companies Reputation Monitor

    14.4.3. Reputational Good Governance Index

    14.4.4. Analysis of Sectorial Reputation

14.5. Reputation Management

    14.5.1. Corporative Reputation Management

    14.5.2. Focus on Brand Reputation

    14.5.3. Leadership Reputation Management

14.6. Reputation Risk and Crisis Management

    14.6.1. Listening to and Managing Feedback

    14.6.2. Procedures, Crisis Manual and Contingency Plans

    14.6.3. Spokesperson Training in Emergency Situations

14.7. Ethical Sustainability

14.7.1. Sustainable Criteria and Strategies

14.7.2. Communication Campaigns with Sustainability Criteria

14.7.3. Sustainable Brand Positioning and Image

14.8. Brand Metrics and Analysis and Reputation

14.8.1. Introduction to the Metrics of Corporative Branding

14.8.2. Internal and External Measurement Indexes

14.8.3. Brand Management Tools

14.8.4. Brand Assessment and Ranking

Module 15. Strategic Planning in Corporate Communication

15.1. Strategic Planner

15.1.1. Strategic Planner: Origins and Functions

15.1.2. The Strategic Planner in Public Businesses, Strategic Consultancies and Communication Companies

15.1.3. Stakeholders Management

15.2. Planning Models and Schools

15.2.1. Models for Intangibles Management

15.2.2. Intangibles and Strategic Plans

15.2.3. Evaluation of Intangibles

15.2.4. Reputation and Intangibles

15.3. Qualitative Research in Strategic Planning

15.3.1. Insight Detection

15.3.2. Focus Groups for Strategic Planning

15.3.3. Planning of Strategic Interviews

15.4. Quantitative Research in Strategic Planning

15.4.1. Data Analysis and Drawing Conclusions

15.4.2. Use of Psychometric Techniques

15.4.3. Challenges of Applied Research in Business Communication

15.5. Creative Strategy Formulation

15.5.1. Explore Alternative Strategies

15.5.2. Counterbriefing or Creative Briefing

15.5.3. Branding and Positioning

15.6. Strategic Use of Different Media

15.6.1. 360º Campaigns

15.6.2. Launching of New Products

15.6.3. Social Trends

15.6.4. Evaluation of Effectiveness

15.7. Trends in Business Communication

15.7.1. Generation and Distribution of Corporate Content

15.7.2. Business Communication on the Web 2.0

15.7.3. Implementation of Metrics in the Communication Process

15.8. Sponsorship and Patronage

15.8.1. Sponsorship, Patronage and Social Advertising Action Strategies

15.8.2. Communication Opportunities and Tangible and Intangible Returns

15.8.3. Hospitality and Collaboration Actions

Module 16. Managing Aspects of Corporate Communication

16.1. Communication in Organizations

16.1.1. Organizations, People and Society

16.1.2. Historical Evolution of Organizational Behavior

16.1.3. Bidirectional Communication

16.1.4. Communication Barriers

16.2. Structure, Control and Challenges in Communication Management

16.2.1. Departmental Structure in Communication Management

16.2.2. Current Trends in Management Models

16.2.3. Integration of Intangibles

16.2.4. Communication Department Challenges

Module 17. Communication in Specialized Sectors

Module 18. Marketing and Communication

18.1. Product Placement and Branded Content
- 18.1.1. Unique Forms of Communication and Brand Placement
- 18.1.2. Concepts, Products and Services in User-Friendly Media

18.2. Digital Media Planning and Contracting
- 18.2.1. Real Time Bidding
- 18.2.2. Integrated Digital Campaign Planning
- 18.2.3. Advertising Investment Control Scorecard

18.3. Promotional Marketing
- 18.3.1. Consumer Promotions
- 18.3.2. Sales Force, Channel, Point of Sale and Special Promotions
- 18.3.3. Success and Cost-Effectiveness of Promotional Actions

18.4. Planning, Execution and Measurement of SEM Campaigns
- 18.4.1. Search Engine Marketing
- 18.4.2. Conversion of Traffic to Qualified Traffic
- 18.4.3. SEM Project Management

18.5. Metrics and Results Analysis in Public Digital Campaigns
- 18.5.1. Ad servers
- 18.5.2. Traditional Metrics in Digital GRPs
- 18.5.3. CrossMedia and Interactions

18.6. Display Advertising, Rich Media and Viral Publicity
- 18.6.1. Media, Formats and Supports
- 18.6.2. The Conversion Cycle
- 18.6.3. Buzz Marketing and WOM

18.7. Mobile Marketing, Geo-localization and Internet TV
- 18.7.1. New Mobile Marketing Applications
- 18.7.2. Geo-localization
- 18.7.3. Applications which Integrate Websites, Geotagging and Mobiles

18.8. Advertising Effectiveness
- 18.8.1. Research Techniques and Tracking Campaigns
- 18.8.2. Coverage and Effective Frequency Analysis
- 18.8.3. Notoriety and Time Distribution Patterns of Advertising Pressure

Module 19. Customer Relationship Management

19.1. CRM and Relational Marketing
    19.1.1. Business Philosophy or Strategic Orientation
    19.1.2. Customer Identification and Differentiation
    19.1.3. The Company and its Stakeholders
    19.1.4. Clienting
19.2. Database Marketing and Customer Relationship Management
    19.2.1. Database Marketing Applications
    19.2.2. Laws and Regulations
    19.2.3. Information Sources, Storage, and Processing
19.3. Consumer Psychology and Behavior
    19.3.1. The Study of Consumer Behavior
    19.3.2. Internal and External Consumer Factors
    19.3.3. Consumer Decision Process
    19.3.4. Consumerism, Society, Marketing, and Ethics
19.4. Consumer Centric Marketing
    19.4.1. Segmentation.
    19.4.2. Profitability Analysis
    19.4.3. Customer Loyalty Strategies
19.5. CRM Management Techniques
    19.5.1. Direct Marketing
    19.5.2. Multichannel Integration
    19.5.3. Viral Marketing
19.6. Advantages and Risks of Implementing CRM
    19.6.1. CRM, Sales and Costs
    19.6.2. Customer Satisfaction and Loyalty
    19.6.3. Technology Implementation
    19.6.4. Strategic and Management Errors

Module 20. Communication Strategy in the Digital World

20.1. Web 2.0 or the Social Web
    20.1.1. Organization in the Age of Conversation
    20.1.2. Web 2.0 Is All About People
    20.1.3. Digital Environment and New Communication Formats
20.2. Digital Communication and Reputation
    20.2.1. Online Reputation Report
    20.2.2. Netiquette and Good Practices on Social Media
    20.2.3. Branding and Networking 2.0
20.3. Designing and Planning an Online Reputation Plan
    20.3.1. Overview of the Main Social Media in Spain
    20.3.2. Brand Reputation Plan
    20.3.3. General metrics, ROI, and Social CRM
    20.3.4. Online Crisis and Reputational SEO
20.4. General, Professional, and Microblogging Platforms
    20.4.1. Facebook.
    20.4.2. LinkedIn.
    20.4.3. Google+
    20.4.4. Twitter
20.5. Video, Image, and Mobility Platforms
    20.5.1. YouTube
    20.5.2. Instagram
    20.5.3. Flickr
    20.5.4. Vimeo
    20.5.5. Pinterest

A comprehensive specialized program that will take you through the necessary training to compete with the best in your profession"

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.

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. 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.
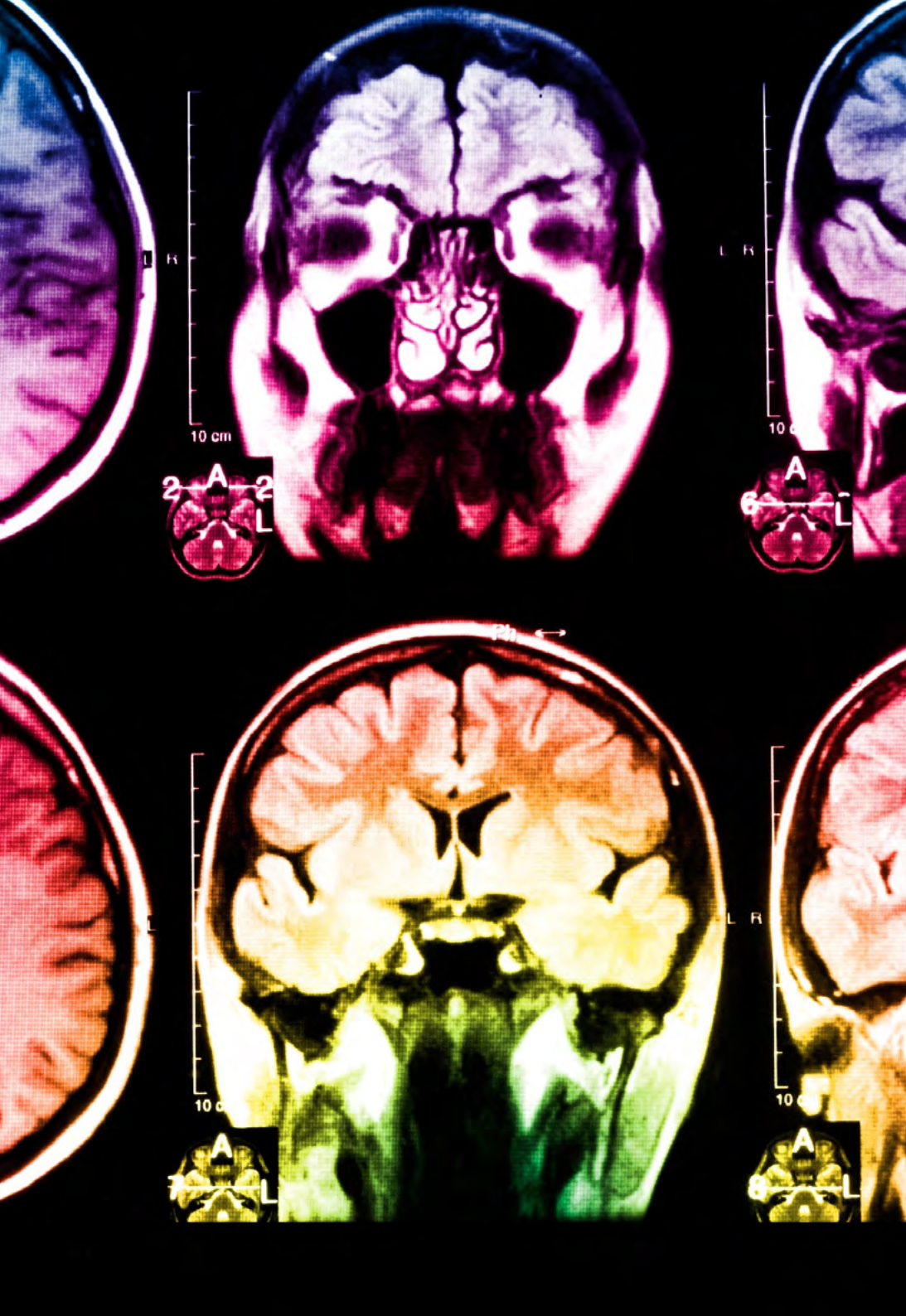
This program offers the best educational material, prepared with professionals in mind:

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.

30%

10%

8%

20%

25%

4%

3%
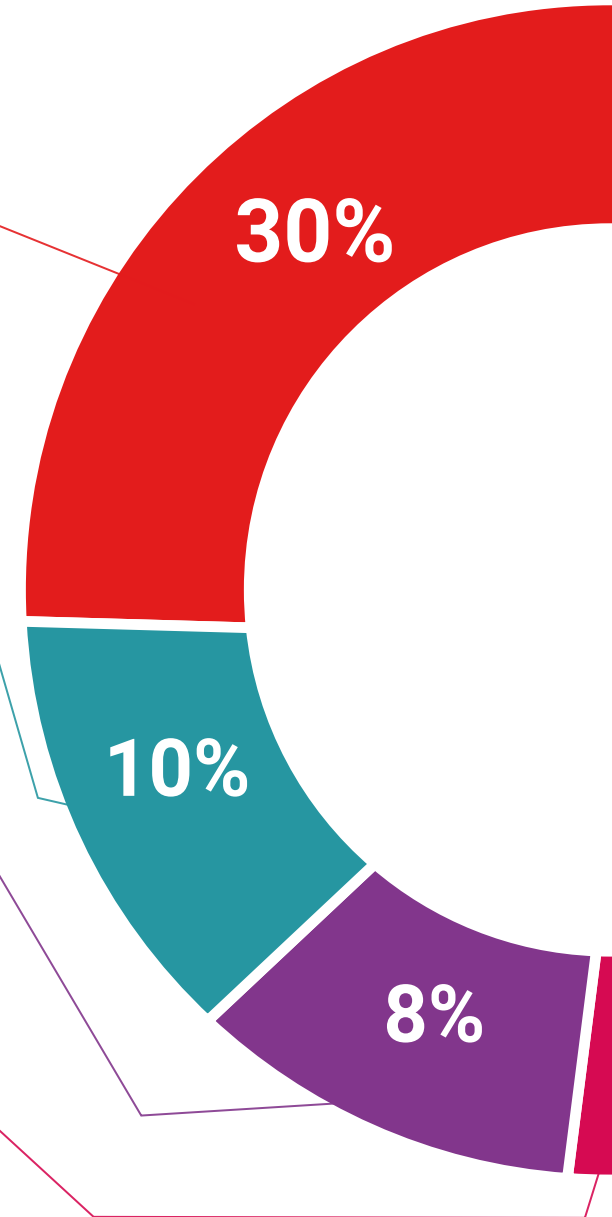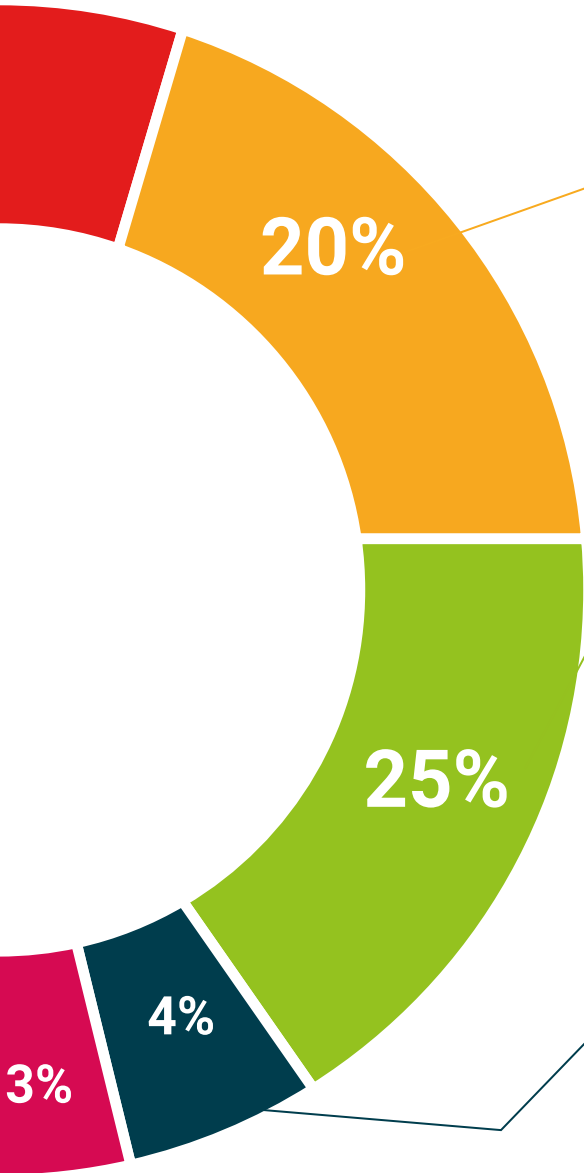
Case Studies

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 Advanced Master's Degree in Communications and Corporate Identity Management guarantees, in addition to the most rigorous and up--o date training, access to an Advanced Master's Degree issued by TECH Global University.

Successfully complete this training program and receive your university certificate without travel or laborious paperwork"

This program will allow you to obtain your **Advanced Master's Degree diploma in Communications and Corporate Identity Management** endorsed by **TECH Global University**, the world's largest online university.

TECH Global University is an official European University publicly recognized by the Government of Andorra (*official bulletin*). Andorra is part of the European Higher Education Area (EHEA) since 2003. The EHEA is an initiative promoted by the European Union that aims to organize the international training framework and harmonize the higher education systems of the member countries of this space. The project promotes common values, the implementation of collaborative tools and strengthening its quality assurance mechanisms to enhance collaboration and mobility among students, researchers and academics.

This **TECH Global University** title is a European program of continuing education and professional updating that guarantees the acquisition of competencies in its area of knowledge, providing a high curricular value to the student who completes the program.

Title: **Advanced Master's Degree in Communications and Corporate Identity Management**

Modality: **online**

Duration: **2 years**

Accreditation: **120 ECTS**

tech global university

Mr./Ms. _____, with identification document _____
has successfully passed and obtained the title of:

**Advanced Master's Degree in Communications
and Corporate Identity Management**

This is a program of 3,000 hours of duration equivalent to 120 ECTS, with a start date of dd/mm/yyyy
and an end date of dd/mm/yyyy.

TECH Global University is a university officially recognized by the Government of Andorra on the 31st
of January of 2024, which belongs to the European Higher Education Area (EHEA).

In Andorra la Vella, on the 28th of February of 2024

Dr. Pedro Navarro Illana
Rector

Unique TECH Code: AFWORD23S   techtitute.com/certificates

Advanced Master's Degree in Communications and Corporate Identity Management

General Structure of the Syllabus

Year	Subject	ECTS	Type	Year	Subject	ECTS	Type
1°	The Structure of Communication	6	CO	2°	Organizations Management	6	CO
1°	Social Communication Theory	6	CO	2°	Managerial Skills	6	CO
1°	Technology and Information and Knowledge Management	6	CO	2°	Ethics and Corporate Social Responsibility	6	CO
1°	Fundamentals of Communication in the Digital Environment	6	CO	2°	Corporative Communication, Brand Strategy and Reputation	6	CO
1°	Written Communication	6	CO	2°	Strategic Planning in Corporate Communication	6	CO
1°	Television Communication	6	CO	2°	Managing Aspects of Corporate Communication	6	CO
1°	Radio Communication	6	CO	2°	Communication in Specialized Sectors	6	CO
1°	Creativity in Communication	6	CO	2°	Marketing and Communication	6	CO
1°	Corporate Identity	6	CO	2°	Customer Relationship Management	6	CO
1°	The Fundamentals of Graphic Design	6	CO	2°	Communication Strategy in the Digital World	6	CO

Dr. Pedro Navarro Illana
Rector

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

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Advanced Master's Degree
Communications and Corporate Identity Management

» Modality: **online**
» Duration: **2 years**
» Certificate: **TECH Global University**
» Credits: **120 ECTS**
» Schedule: **at your own pace**
» Exams: **online**

Advanced Master's Degree
Communications and Corporate Identity Management

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