

# Advanced Master's Degree Corporate Communications and Event Management





## Advanced Master's Degree Corporate Communications and Event Management

- » Modality: online
- » Duration: 2 years
- » Certificate: TECH Technological University
- » Schedule: at your own pace
- » Exams: online

Website: [www.techtitute.com/us/journalism-communication/advanced-master-degree/advanced-master-degree-corporate-communications-event-management](http://www.techtitute.com/us/journalism-communication/advanced-master-degree/advanced-master-degree-corporate-communications-event-management)

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# 01

# Introduction

Good communication is one of the main pillars that support the success of any business entity or action, regardless of its size or the sector in which it operates. That is why the labor market is increasingly demanding professionals who have a perfect command of the latest and most effective strategies and techniques in the information environment, whether to manage the corporate reputation of a company or to organize any type of event in which they want to make themselves known. For this reason, this university has considered it necessary to design a program that allows graduates to get up to date in everything related to this field, providing them with the best theoretical and practical content and helping them to perfect their professional skills. All this through a 100% online program that will help you become a highly qualified corporate communication and event organization manager to stand out in the business sector.





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*TECH's team of experts has put all its efforts into this program to create the best program on the market with which you will master the keys to corporate communications and event management"*

All large companies have a communications team in charge of managing their public and corporate image. On many occasions, their success depends on the strategies employed, so that professionals working in this field must always act bearing in mind that any mistake, however small, can seriously affect the reputation of the entity, which translates into unquantifiable economic losses. Among the actions that can be carried out is event management, which requires exhaustive and meticulous planning, based on current trends and the specific protocols of each sector.

Given the importance that resides in the figure of the manager of this team, the labor market increasingly demands professionals specialized in this field, capable of leading successful projects with a minimum margin of error. Therefore, having in your academic curriculum a program as complete as this Advanced Master's Degree in Corporate Communications and Event Management will not only provide you with extensive and up-to-date information about this world, but will also open the doors to a prosperous future full of prestigious job offers.

It is a program that combines, in a single 100% online course, the keys to both sectors, focusing on the development of a deep knowledge of the current affairs of each one of them. The graduate will be able to delve into the characteristics of the different types of events, their planning, financial management, marketing plans management, the use of the latest digital tools and the strategy to get the best sponsors. In addition, the program also includes the management of corporate communication, the most appropriate protocols and the aspects to be taken into account depending on the specialized sector in which the activity is to be developed.

Including all this content in a single program and guaranteeing a dynamic and highly beneficial educational experience for the professional development of the graduate is only possible thanks to the use of the most avant-garde pedagogical methodology. In addition, you will have at your disposal hundreds of hours of additional material in different formats, so that you can go deeper into each aspect of the syllabus in a personalized way and get the most out of this program.

This **Advanced Master's Degree in Corporate Communications and Event Management** contains the most complete and up-to-date program on the market. Its most notable features are:

- ◆ Case studies presented by experts in and Marketing Communications.
- ◆ The graphic, schematic, and practical contents with which they are created, provide scientific and practical information on the disciplines that are essential for professional development.
- ◆ Practical exercises where self-assessment can be used to improve learning.
- ◆ Its special emphasis on innovative methodologies in communication and organizational management
- ◆ 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



*It is a 100% online program that brings together, in a single program, the most current strategies in the communication sector, so that you can implement them in your professional practice and obtain the best results"*

“ *This program delves into operations management and event logistics, from transportation and access to supplier management, so you can gain a complete understanding”*

Its teaching staff includes professionals from the field of communication, who bring to this program the experience of their work, as well as renowned specialists from leading societies and prestigious universities.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide an immersive learning experience designed to prepare for real-life situations.

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

*You can access the virtual classroom at any time and from any device with an internet connection, allowing you to organize this program in an orderly way.*

*You will gain an in-depth knowledge of MICE tourism, which will help you organize specialized events based on their requirements and demands.*





# 02

# Objectives

This Advanced Master's Degree has been designed with the aim of providing graduates with the academic and pedagogical tools that will allow them to adapt their professional profile to the sector's demand for specialists and experts in corporate communications and event management. In order to achieve this, exhaustive research has been carried out, which has resulted in the creation of a complete, current, dynamic and innovative syllabus, perfect for anyone who wants to enhance their career without having to invest extra hours studying.







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*If your goals include mastering sponsorship planning and strategy to perfection, this Advanced Master's Degree is the perfect opportunity to achieve it"*



## General Objectives

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- ♦ Acquire and understand knowledge that provides expertise or an opportunity to be original in the development and/or application of ideas, often in a research context
- ♦ Communicate your conclusions and arguments to specialized and non-specialized audiences in a clear and unambiguous manner
- ♦ Develop interpersonal relationship skills to manage multidisciplinary and multicultural work teams



*This comprehensive program includes a specific module aimed at developing financial management, so that you will be able to manage all areas of event organization"*







## Specific Objectives

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### Module 1. The Events and Business Tourism Industry

- ◆ Understand the different ways of sponsoring an event, the deontological, legal and compliance environment of the different sectors
- ◆ Define objectives, strategies and commercial policies on the MICE market in order to establish adequate policies in line with the objectives and strategies of the event management company in the field of tourism
- ◆ Evaluate the operating procedures in the field of business tourism and events to make a complete analysis of its production process in terms of excellence and quality of service

### Module 2. Event Design

- ◆ In-depth knowledge of current trends in event organization
- ◆ Learn about the latest developments in project management strategies and proposals for project staging

### Module 3. Event Planning

- ◆ Understand the importance and organization of hybrid events
- ◆ Acquire a broad and comprehensive knowledge of the importance of protocol and security

### Module 4. The Creation of the Candidatures for the Event

- ◆ Seek and manage information from sources to make decisions that contribute to the achievement of the organization's objectives
- ◆ Gain a detailed knowledge of the importance of the cultural offer and activities in the destination environment

### **Module 5. Finance Management**

- ◆ Learn how to prepare a budget for an event without errors
- ◆ Know the keys to contingency planning and benefits management

### **Module 6. Marketing and Communication Management Strategies**

- ◆ Understand the brand's purpose and know how to develop a strategic communication plan according to it
- ◆ Focus on the importance of a good relationship with the media and agencies

### **Module 7. Marketing Management and Digitization of Events**

- ◆ Implement the most modern and innovative techniques in event digitization into the graduate's practice
- ◆ Delve into the benchmarking process and learn about its keys

### **Module 8. Event Operations and Logistics Management**

- ◆ 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
- ◆ Detailed knowledge of the operations and logistics of the activities

### **Module 9. Event Sponsorship**

- ◆ Acquire a broad and comprehensive knowledge of strategic sponsorship planning
- ◆ Present the sponsorship dossier

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

- ◆ Know in detail the latest news about web 2.0
- ◆ Perfect command of generalist, professional and microblogging platforms

### **Module 11. Digitization of Events How to Develop a Digital Event**

- ◆ Master the digitalization of the event, the most used tools today and new trends
- ◆ Understand the new reality in the organization of events following the major crisis caused by the COVID-19 pandemic

### **Module 12. Organizations Management**

- ◆ Strengthen leadership skills and competencies of future asset managers
- ◆ In-depth knowledge of strategic management and innovation in the management of organizations

### **Module 13. Managerial Skills**

- ◆ Provide the graduate with all the information that will allow them to develop and perfect the managerial skills of a leader
- ◆ Implement the most innovative strategies in time management and relational capital in their professional practice

### **Module 14. Ethics and Corporate Social Responsibility**

- ◆ Develop a strategy of action committed to the environment
- ◆ Know in detail the business ethics and develop a broad and exhaustive knowledge of the protocols to be followed in case of any problem

### **Module 15. Corporate Communication, Brand Strategy and Reputation**

- ◆ Develop strategies for brand and corporate reputation management as strategic resources for differentiation, legitimacy and business excellence
- ◆ Establish techniques for creating a personal and professional brand



#### **Module 16. Strategic Planning in Corporate Communication**

- ◆ Understand the international context within which the company operates
- ◆ Plan and create strategies for brand awareness and customer loyalty

#### **Module 17. Managing Aspects of Corporate Communication**

- ◆ Acquire the necessary management skills to carry out correct corporate communication
- ◆ Develop a comprehensive communication plan from scratch, taking into account the latest developments in the sector

#### **Module 18. Communication in Specialized Sectors**

- ◆ Develop skills and competencies for efficiently managing all aspects of the communication department of any organization in all its branches
- ◆ Improve communication skills adapted to different business sectors

#### **Module 19. Marketing and Communication**

- ◆ Explore the characteristics of communication in specific sectors
- ◆ Establish complex communication strategies to achieve a link with all audiences

#### **Module 20. Customer Relationship Management**

- ◆ Understand the psychology of consumer behavior
- ◆ Know in detail the CRM management techniques in the digital marketing sector



# 03 Skills

TECH is aware that all participants in this program will have a series of basic skills in communication and event management. Therefore, the purpose of this Advanced Master's Degree is to provide you with all the information you need to update your knowledge and perfect your skills in the mastery of the techniques and protocols of the profession. As a result, your ability to act in different situations will be boosted and you will be able to implement the most avant-garde strategies in the sector in your professional practice







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*For any communication professional, mastering content strategy has to be among their skills. If you have not yet achieved it, enroll in this Advanced Master's Degree and being your journey to achieve it"*



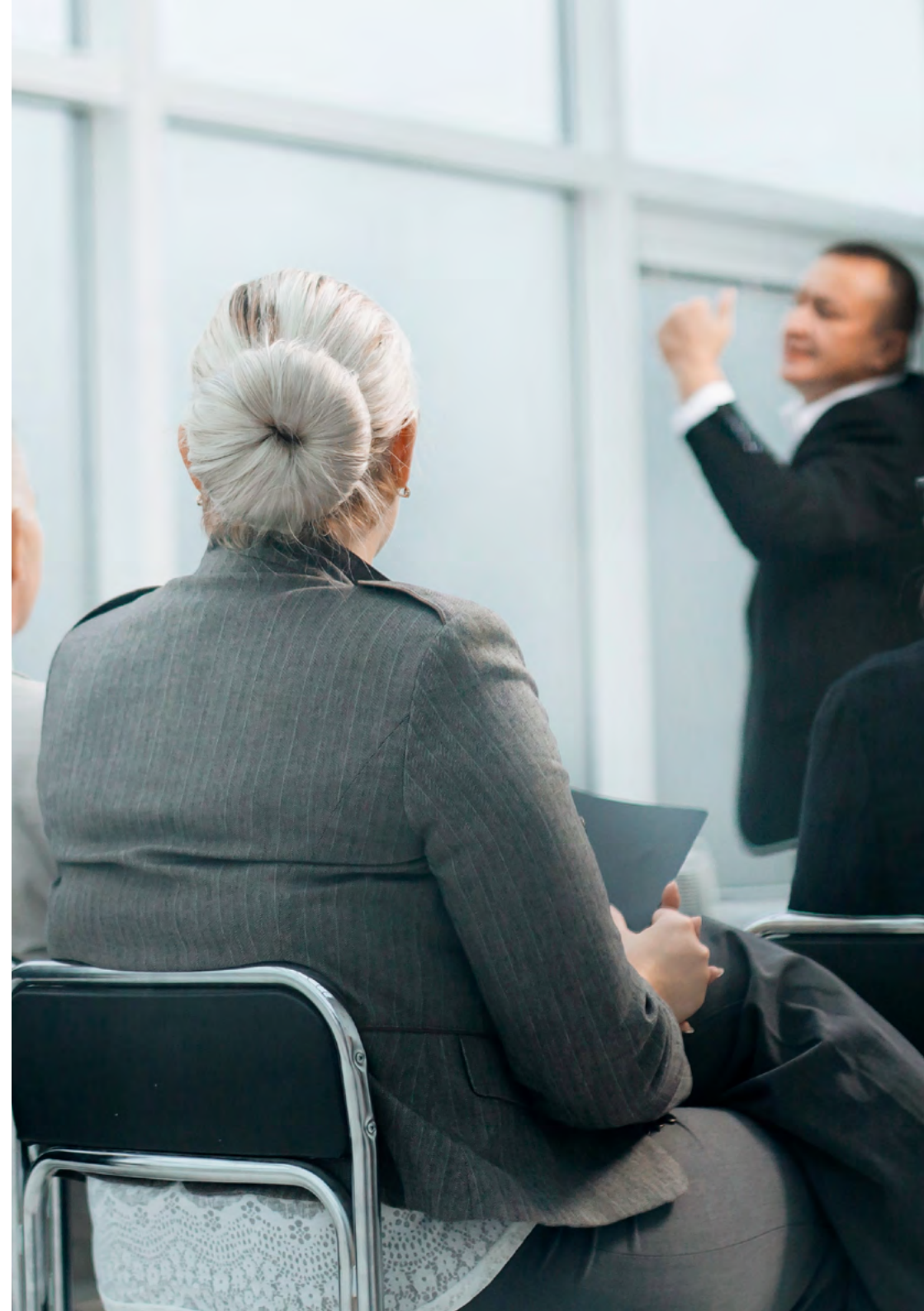
## General Skills

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- ♦ Control all the information that allows them to meet the objectives of the company they are part of
- ♦ Acquire a broad and exhaustive knowledge of corporate communication
- ♦ Be able to face the organization of any type of event with the guarantee that they have developed the necessary skills to satisfy the needs of their clients
- ♦ Manage the generic aspects of bonds in the event organization sector

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*The TECH team of experts has selected for this Advanced Master's Degree a multitude of real cases with which you will be able to put into practice your professional skills and the knowledge acquired throughout the syllabus"*







## Specific Skills

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- ◆ Know the MICE sector, its scope of action and who is part of it
- ◆ Differentiate each type of event according to objective and need
- ◆ Manage projects from information gathering through to presentation
- ◆ Understand different techniques and tools involved in Event Design
- ◆ Master all elements of event planning, from protocol, security, logistics, guests, speakers, transportation, timing, among others
- ◆ Know the protocol to be followed in the event of an emergency
- ◆ Apply fundamental concepts for budget planning and its implementation
- ◆ Execute a strategic communication planning and marketing plan according to the proposed objective
- ◆ Understand the new communication technologies and their importance for the generation of hybrid or digital events
- ◆ Learn about social networks and the importance of live events in the communication of an event
- ◆ Manage the logistics and operation of the event according to the needs of the event
- ◆ Coordinate the sponsorship of events and their most relevant aspects together with the participants
- ◆ Perform appropriate communication using the most advanced digital tools
- ◆ Apply the necessary techniques for managing a communication department within different companies and institutions
- ◆ 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
- ◆ Draw up a roadmap in terms of sustainability, transparency and social economy that will allow the company to adapt to the global ecological framework of the sector in question
- ◆ Elaborate texts based on the structural and linguistic conventions of each textual typology
- ◆ Implement management models which allow you to optimize internal communication
- ◆ Identify the company environment and their target audience
- ◆ Establish complex communication strategies to achieve a link with all audiences

04

# Course Management

For any program, having a teaching team specialized in the sector in which it is developed is a plus that translates into a more complete and dynamic academic experience. That is why TECH Technological University has selected for this Advanced Master's Degree a group of communication, advertising and marketing professionals with a long career in corporate management and event organization. They are experts in the field, committed to the personal and professional growth of the graduate and thanks to whom it has been possible to adapt the content of this Advanced Master's Degree to the reality of the profession.





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*You will have the help of the best teaching team to solve any doubts you may have, as well as to ask any questions you may have related to corporate communications and event management”*



## 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

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- ♦ 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

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

## Management



### Mr. Gil Tomas, Tommy

- ♦ Founder and CEO of Atelier MICE, a company that organizes conferences and events.
- ♦ Development Director of Creativalab S.L.
- ♦ Director Barcelona Congreso Médico S.L.
- ♦ More than 25 years of work dedicated to the MICE world
- ♦ Teacher with more than 20 years of experience
- ♦ Diploma in Marketing Management and Master's Degree in Pharmaceutical Marketing from ISM-ESIC
- ♦ Diploma in Tax Law by ESINE

## Professors

### Dr. Perelló Sobreperé, Marc

- ♦ Director of Digital and Strategy Area at Creativalab S.L
- ♦ Head of the Communications and Marketing Area Avandia Group
- ♦ Head of the Communications and Marketing Area Managing Incompetence
- ♦ Marketing and communication teacher at the EU Business School, the Abat Oliba CEU University and the Johan Cruyff Institute
- ♦ PhD in Communication Sciences from the University Ramon Llull
- ♦ Degree in Journalism from CEU Abat Oliba University.
- ♦ Degree in Advertising and Public Relations. At CEU Abat Oliba University
- ♦ Master's Degree in Humanities and Social Sciences at CEU Abat Oliba University





# 05

## Structure and Content

Developing this Advanced Master's Degree has been a real challenge for TECH and its team of experts, who, despite being experts in communication and marketing, have had to carry out an exhaustive research task in order to create a complete, comprehensive, up-to-date program adapted to the pedagogical criteria that define and differentiate this university. In addition, with an emphasis on the multidisciplinary factor that characterizes all the qualifications of this center, they have also included in their content hours of additional material in audiovisual format, research articles, dynamic summaries and complementary readings so that the graduate can take full advantage of this educational experience and delve into the most relevant aspects of the syllabus for their professional performance.



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*You will learn about the latest developments in digital event planning, the best tools to carry them out, the protocols of each phase and the infallible strategies to ensure their success”*

## Module 1. The Events and Business Tourism Industry

- 1.1. The MICE World
  - 1.1.1. What Is the MICE Sector?
  - 1.1.2. Who Do They Include?
  - 1.1.3. Where Does It Operate?
- 1.2. Stakeholders and Sector Overview: Economic Impact
  - 1.2.1. Number of Events and People Moved Annually
  - 1.2.2. Expectations for Growth in the PostCOVID-19 Era
- 1.3. Congresses, Conventions, Incentives
  - 1.3.1. What Is a Convention, a Congress and an Incentive?
  - 1.3.2. Main Differences of These Events
  - 1.3.3. Types of Conventions, Congresses and Incentives
- 1.4. Fairs
  - 1.4.1. Main Characteristics of the Fairs
  - 1.4.2. Types of Fairs
  - 1.4.3. The Trade Show
- 1.5. The Role of Convention Bureaus
  - 1.5.1. What Is a Convention Bureau?
  - 1.5.2. Purpose of Convention Bureau
  - 1.5.3. Coordination between Public and Private Entities
- 1.6. Destination Marketing
  - 1.6.1. Strengths and Weaknesses of the Destination
  - 1.6.2. Threats and Strengths of the Destination
  - 1.6.3. Differentiation and Competitive Advantage
- 1.7. Cultural Events
  - 1.7.1. The Cultural Events Market
  - 1.7.2. Types of Cultural Events
  - 1.7.3. How to Manage Profitable Cultural Events?

- 1.8. Musical Events
  - 1.8.1. Importance of Ticketing
  - 1.8.2. Concert Merchandising and Sponsorship
- 1.9. Social Events
  - 1.9.1. The Role of the Wedding Planner
  - 1.9.2. Celebrations and Other Parties
- 1.10. Sporting Events
  - 1.10.1. Major Sporting Events
  - 1.10.2. Regulations for Sporting Events
  - 1.10.3. Sponsoring

## Module 2. Event Design

- 2.1. Project Management
  - 2.1.1. Information Gathering, Project Start-Up: What Should We Know?
  - 2.1.2. Study of Possible Locations
  - 2.1.3. Pros and Cons of the Chosen Options
- 2.2. Research Techniques. Design Thinking
  - 2.2.1. Stakeholder Maps
  - 2.2.2. Focus Group
  - 2.2.3. Benchmarking
- 2.3. Experiential Design Thinking
  - 2.3.1. Cognitive Immersion
  - 2.3.2. Covert Observation
  - 2.3.3. World Coffee
- 2.4. Defining Target Audience
  - 2.4.1. Who Is the Event Aimed at?
  - 2.4.2. Why Are We Doing the Event?
  - 2.4.3. What Is the Purpose of the Event?



- 2.5. Tendencies
  - 2.5.1. New Trends in Staging
  - 2.5.2. Digital Contributions
  - 2.5.3. Immersive and Experiential Events
- 2.6. Personalization and Design Space
  - 2.6.1. Adequacy of the Space to the Brand
  - 2.6.2. Branding
  - 2.6.3. Brand Manual
- 2.7. Experience Marketing
  - 2.7.1. Live the Experience
  - 2.7.2. Immersive Event
  - 2.7.3. Encourage Recall
- 2.8. Signage
  - 2.8.1. Signage Techniques
  - 2.8.2. The Assistant's Vision
  - 2.8.3. Coherence of the Story Event with Signage
- 2.9. The Event Venues
  - 2.9.1. Studies of Potential Venues The Five Whys
  - 2.9.2. Choice of Venue According to the Event
  - 2.9.3. Selection Criteria
- 2.10. Proposal for Staging Types of Stages
  - 2.10.1. New Proposal in Staging
  - 2.10.2. Prioritization of Proximity to the Speaker
  - 2.10.3. Stages Related to the Interaction

### Module 3. Event Planning

- 3.1. Timing and Organization of the Program
  - 3.1.1. Time Available for the Organization of the Event
  - 3.1.2. Duration of the Event
  - 3.1.3. Event Activities
- 3.2. Space Organization
  - 3.2.1. Number of Expected Attendees
  - 3.2.2. Number of Simultaneous Rooms
  - 3.2.3. Room Formats
- 3.3. Speakers and Guests
  - 3.3.1. Choice of Speakers
  - 3.3.2. Contact and Confirmation of Speakers
  - 3.3.3. Management of Speakers' Attendance
- 3.4. Protocol
  - 3.4.1. Range of Invited Guests
  - 3.4.2. Disposition of the Presidency
  - 3.4.3. Parliamentary Organization
- 3.5. Security
  - 3.5.1. Access Control: the Security Perspective
  - 3.5.2. Coordination with Security Forces
  - 3.5.3. Internal Control of Spaces
- 3.6. Emergencies
  - 3.6.1. Evacuation Plan:
  - 3.6.2. Study of the Needs in Case of Emergency
  - 3.6.3. Creation of Medical Assistance Point
- 3.7. Individuals
  - 3.7.1. Assessment of Capacity
  - 3.7.2. Distribution of Attendees at the Venue
  - 3.7.3. Maximum Capacities and Decisions to Be Made

- 3.8. Accesses
  - 3.8.1. Study of the Number of Accesses
  - 3.8.2. Capacity of Each of the Accesses
  - 3.8.3. Timing Calculation for Entry and Exit for Each Access
- 3.9. Transport
  - 3.9.1. Assessment of Transportation Possibilities
  - 3.9.2. Transportation Accessibility
  - 3.9.3. Personal or Public Transportation Pros and Cons
- 3.10. Locations
  - 3.10.1. How Many Locations Does the Event Have?
  - 3.10.2. Where Are They Located
  - 3.10.3. Ease of Access to Venues

#### Module 4. The Creation of the Candidatures for the Event

- 4.1. Choice of Destination
  - 4.1.1. Study of Destination
  - 4.1.2. Destination Possibilities; Strengths
  - 4.1.3. Infrastructure of Destination
- 4.2. Advantages of Destination
  - 4.2.1. Transport and Access Facilities
  - 4.2.2. Accommodation and Venues
  - 4.2.3. Tourism Offer
- 4.3. Destination Capacity
  - 4.3.1. Type of Event That Can Be Hosted
  - 4.3.2. How Many Flights, Highways, and Trains Does It Have
  - 4.3.3. Conference Centers, Venues and Hotel Services
- 4.4. Cultural and Activity Offer of the Destination
  - 4.4.1. Gastronomic Offer of the Destination
  - 4.4.2. Cultural and Leisure Offer of the Destination
  - 4.4.3. Activities Available at the Destination

- 4.5. Accommodation
  - 4.5.1. Study of Hotel Supply
  - 4.5.2. Study of the Supply of Apartments, Campsites and Others
  - 4.5.3. Student Housing Options
- 4.6. Transport
  - 4.6.1. Ease of Access to the Destination
  - 4.6.2. Access and Transportation to the Venue
  - 4.6.3. Destination's Internal Transportation Services
- 4.7. Universities and Research Centers
  - 4.7.1. Know the Number of Universities in the Destination
  - 4.7.2. How Many Research Centers Are There
  - 4.7.3. Curricula or Prestige of Universities and Research Centers
- 4.8. Sports and Cultural Facilities
  - 4.8.1. How Many Sports Facilities Are Available at the Destination
  - 4.8.2. How Many Cultural Facilities Are Available at the Destination
  - 4.8.3. Capacity of the Facilities and Possibilities of Use
- 4.9. Gastronomy, Architecture and Art
  - 4.9.1. Gastronomic Offer of the City Michelin Star Restaurants
  - 4.9.2. Museums Available
  - 4.9.3. Recognized Architects or Singular Buildings of the Destination
- 4.10. Congress and Sports Venues
  - 4.10.1. Number of Congress and Convention Centers
  - 4.10.2. Number of Sports Halls and Pavilions
  - 4.10.3. Infrastructure Possibilities of Congress and Sports Centers

## Module 5. Finance Management

- 5.1. Event Budget
  - 5.1.1. Event Budgeting
  - 5.1.2. Budget Timing
  - 5.1.3. Budget Presentation
- 5.2. Revenues
  - 5.2.1. Types of Revenues
  - 5.2.2. Revenue Confirmation Possibilities
  - 5.2.3. Revenue Payment Facilities
- 5.3. Expenses
  - 5.3.1. Types of Expenses: Fixed and Variable
  - 5.3.2. Possibilities for Action Based on Expenditure
  - 5.3.3. Supplier Payment Agreements
- 5.4. Contingency Plan
  - 5.4.1. Actions to Be Taken in the Face of Increased Expenses
  - 5.4.2. Actions to Be Taken in the Face of Declining Revenues
  - 5.4.3. Percentage of Unforeseen Expenses
- 5.5. Income Statement
  - 5.5.1. Preparation of the Income Statement
  - 5.5.2. Use of the Income Statement
  - 5.5.3. Actions to Be Implemented Based on the Income Statement
- 5.6. Benefit Management
  - 5.6.1. Purpose of the Event and Its Proceeds
  - 5.6.2. Management of Scholarships and Grants
  - 5.6.3. Investment Possibilities
- 5.7. Cash Flow
  - 5.7.1. What Is Cash Flow?
  - 5.7.2. Cash Flow Contributions
  - 5.7.3. Actions to Be Taken Based on Cash Flow
- 5.8. Taxation
  - 5.8.1. Taxation of Profits According to Use
  - 5.8.2. Difference between a Corporation and a Not-for-Profit Company

- 5.9. Commission Management
  - 5.9.1. Determine the Number of Commissions Achieved
  - 5.9.2. Customer-Based Commission Management
  - 5.9.3. Commission Agreement with the Supplier
- 5.10. Amortization. ROI
  - 5.10.1. Calculate the Return of Investment
  - 5.10.2. Timing of Investment Recovery
  - 5.10.3. Amortization of Investment(s)

## Module 6. Marketing and Communication Management Strategies

- 6.1. Strategic Communication
  - 6.1.1. Strategic Event Communication
  - 6.1.2. The Importance of Environment in the Strategy
  - 6.1.3. Brands Betting on Long-Term Return
- 6.2. Consumer Behavior
  - 6.2.1. New Interpretation of Maslow
  - 6.2.2. Psychology of Today's Consumers
  - 6.2.3. Google Claims a New Model of Behavior
- 6.3. Brand Purpose
  - 6.3.1. Current Importance of Brand Purpose
  - 6.3.2. Finding the Value and Purpose of the Brand
  - 6.3.3. Integration or Coexistence of Purpose with CSR
- 6.4. Sustainability as a Strategy
  - 6.4.1. Discovery and Practice of Sustainability
  - 6.4.2. Communication of Sustainable Development Goals
  - 6.4.3. Implementation of the SDGs at Events
- 6.5. Global Communication Challenges
  - 6.5.1. International Marketing Theories
  - 6.5.2. Cross Cultural Marketing y Its Application
  - 6.5.3. Moving Brands and Messages to Other Countries



- 6.6. Advertising and Marketing
  - 6.6.1. Traditional and Digital Advertising
  - 6.6.2. Creativity: Art or Science
  - 6.6.3. Event Actions and Tools
- 6.7. Analysis Models
  - 6.7.1. Internal Analysis: SWOT and CAME
  - 6.7.2. Strategic Analysis: Boston and Ansoff
  - 6.7.3. External Analysis: Porter's 5 Forces and PESTEL
- 6.8. Media Relations
  - 6.8.1. Press Conferences, Press Releases and Other Tools
  - 6.8.2. Spokesperson Training
  - 6.8.3. Crisis Communication
- 6.9. Agency Relationships
  - 6.9.1. Competitions, Contracts and Other Practices
  - 6.9.2. Project Management and Implementation
  - 6.9.3. Project Measurement and Results
- 6.10. The Communication Plan
  - 6.10.1. The Communication Plan
  - 6.10.2. Development of the Tactical Part of the Communication Plan
  - 6.10.3. Implementation and Follow-Up of the Communication Plan

## Module 7. Marketing Management and Digitization of Events

- 7.1. Event Digitization
  - 7.1.1. New Communication Technologies
  - 7.1.2. Digital Events
  - 7.1.3. Big Data. Metrics and Analytics
- 7.2. Digital Segmentation
  - 7.2.1. New Audiences and Types of Users
  - 7.2.2. New Segmentation Variables
  - 7.2.3. The Buyer and Their Development

- 7.3. Digitization of Information
  - 7.3.1. Thinking and Communicating Digitally
  - 7.3.2. New Knowledge Management Models
  - 7.3.3. Fake News and Other Enemies of Digitalization
- 7.4. Digital Reputation Management
  - 7.4.1. Personal Brand
  - 7.4.2. Social Listening
  - 7.4.3. Inbound Marketing.
- 7.5. Digital Branding
  - 7.5.1. Branding
  - 7.5.2. Event Branding
  - 7.5.3. Actions to Be Taken Based on the Income Statement
- 7.6. The Benchmarking Process
  - 7.6.1. Purpose of the Event
  - 7.6.2. Competitive Analysis
  - 7.6.3. Benchmarking of Results
- 7.7. Event Campaigns
  - 7.7.1. Brainstorming
  - 7.7.2. Internal and External Part of the Campaign
  - 7.7.3. Campaign Implementation and Follow-Up
- 7.8. Marketing and Communication Team Management
  - 7.8.1. Leadership Skills
  - 7.8.2. Keys to Pragmatic Management
  - 7.8.3. Day-to-Day Management



## Module 8. Event Operations and Logistics Management

- 8.1. Operations and Logistics of Activities
  - 8.1.1. Study of the Activity Needs
  - 8.1.2. Projecting the Necessary Operations
  - 8.1.3. Know the Needs of the Operation's Staff
- 8.2. Transport and Access Logistics
  - 8.2.1. Logistics According to the Type of Transport of the Event
  - 8.2.2. Logistics Based on Access
  - 8.2.3. Capacity at Access and Transport Points
- 8.3. Event HR Management
  - 8.3.1. Types of HR Available for the Event
  - 8.3.2. Internal Communication
  - 8.3.3. Hierarchies and Chains of Command
- 8.4. Supplier Management
  - 8.4.1. Communication Policy with Supplier
  - 8.4.2. Management of Each Supplier's Operations
  - 8.4.3. Adaptability and Needs of Each Supplier
- 8.5. Speakers and VIP Guests Operation
  - 8.5.1. VIP Contact Protocol
  - 8.5.2. Manage VIP Guest Needs (Access Areas, Security, Transportation, etc.)
  - 8.5.3. Management of VIP Support and Assistance Personnel Lecturer
- 8.6. Accessibility Management
  - 8.6.1. Manage Event Accessibility Tasks to Perform
  - 8.6.2. Inclusive and Respectful Gastronomy
  - 8.6.3. Inclusion Programs for Assistants with Difficulties
- 8.7. Sustainability Management
  - 8.7.1. Local Gastronomy
  - 8.7.2. Event Waste Management
  - 8.7.3. Selection of Sustainable Materials and Products
- 8.8. Internal Transfers Operation
  - 8.8.1. Guest Transfer Management Protocol
  - 8.8.2. The Difficulty of the Airport and Its Operations
  - 8.8.3. Incident Management and Resolution

- 8.9. Attendant Service Operation
  - 8.9.1. The Hospitality Desk
  - 8.9.2. Segmentation of Service Areas
  - 8.9.3. Management of Special Incidents
- 8.10. Event Set-Up and Dismantling
  - 8.10.1. Timing and Personnel Calculation for Set-Up
  - 8.10.2. Assembly Logistics Requirements
  - 8.10.3. Event Dismantling Logistics

## Module 9. Event Sponsorship

- 9.1. Sponsorship Planning and Strategy: Target Group Selection
  - 9.1.1. Aspects to Analyze of the Sector to Be Sponsored
  - 9.1.2. Selection of the Best Sponsors
  - 9.1.3. What to Sponsor and Reasons for Sponsorship
- 9.2. Sector Policies. Code of Ethics. Compliance
  - 9.2.1. Code of Ethics for Each Sector
  - 9.2.2. Sponsor Data Management
  - 9.2.3. Compliance Departments and Their Importance
- 9.3. Making the Sponsorship Dossier. Introduction
  - 9.3.1. Introduction
  - 9.3.2. Identification
  - 9.3.3. Objectives
- 9.4. Making the Sponsorship Dossier. Technical Data
  - 9.4.1. Identification of Endorsements and Guarantors
  - 9.4.2. Historical Data
  - 9.4.3. Sponsorship Opportunities
- 9.5. Sales Price Management
  - 9.5.1. Calculate Sponsorship Selling Prices
  - 9.5.2. Individual Sale by Concept
  - 9.5.3. Group Sales of Different Sponsorships

- 9.6. Floor Plans and Locations of Exhibit Areas
  - 9.6.1. Creation of the Stands Map
  - 9.6.2. What Should Be Displayed?
  - 9.6.3. Attendee Traffic Flow
- 9.7. Exhibition Area Planning
  - 9.7.1. Visualisation
  - 9.7.2. Notoriety
  - 9.7.3. Volume Equity
- 9.8. Marketing Policies
  - 9.8.1. Where to Sell Sponsorships
  - 9.8.2. How to Sell Sponsorship
  - 9.8.3. Payment Terms and Penalties
- 9.9. Management and Follow-Up of Sponsorship Sales
  - 9.9.1. Sponsorship Execution and Forecasting
  - 9.9.2. Viability Study
  - 9.9.3. Achievement of Objectives or Restatement
- 9.10. Sponsorship Loyalty
  - 9.10.1. Sponsor Loyalty Actions
  - 9.10.2. Services to Provide
  - 9.10.3. Improvements or Innovations

## 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. Netiquette and Good Practices on Social Media
  - 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. 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 and Storytelling Strategy
  - 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. Digitization of Events How to Develop a Digital Event

- 11.1. The COVID-19 Era at Events
  - 11.1.1. Import Aspects to Know
  - 11.1.2. Timing to Make Decisions
- 11.2. Planning Digital Events Schedule
  - 11.2.1. Creation of the Schedule
  - 11.2.2. Components to Consider in the Schedule
  - 11.2.3. Aspects to Reflect in the Schedule Priorities
- 11.3. Supplier Selection
  - 11.3.1. Choice of Technology Partner
  - 11.3.2. Requirements to Be Requested from the Supplier
  - 11.3.3. Supplier Selection Price Factor vs. Value Factor Experience
- 11.4. Network and Internet Management
  - 11.4.1. Aspects of Network Management to Be Considered
  - 11.4.2. Contracting Internet Services
  - 11.4.3. Network Stress and Saturation Tests
- 11.5. Scope Objectives. Audience
  - 11.5.1. Determine Your Target Audience
  - 11.5.2. Rebroadcast in Other Languages
  - 11.5.3. Rooms to Broadcast
- 11.6. Interaction of the Attendees. Voting
  - 11.6.1. Implementation of the Interaction System
  - 11.6.2. Elements to Be Taken into Account in the Interaction of Attendees
  - 11.6.3. Forms and Procedures for Developing Interaction
- 11.7. Introduction Videos. Chyrons. Music
  - 11.7.1. Chyrons.
  - 11.7.2. Importance of the Instructions
  - 11.7.3. Resources to Consider
- 11.8. Onsite and Digital Coordination. Onsite and Remote Speakers
  - 11.8.1. Contact with Speakers
  - 11.8.2. Delivery of the Action Program to the Speakers
  - 11.8.3. Timing and Organization of Speakers Rules to Follow

- 11.9. Creating Virtual Sets
  - 11.9.1. Chroma
  - 11.9.2. Rear
  - 11.9.3. Led Screen
- 11.10. Virtual and Hybrid Event Management
  - 11.10.1. Follow-Up of the Event through Management
  - 11.10.2. Schedule and Order of Broadcasting
  - 11.10.3. Live Incident Resolution

## Module 12. Organizations Management

- 12.1. Strategic Management
  - 12.1.1. Organisational Design
  - 12.1.2. Strategic Position of the Business
  - 12.1.3. Competitive and Corporate Strategies
- 12.2. Corporate Finance
  - 12.2.1. Financial Policy and Growth
  - 12.2.2. Company Valuation Methods
  - 12.2.3. Capital Structure and Financial Leverage
  - 12.2.4. Finance for the Global Communications Officer
- 12.3. Strategic Leadership for Intangible Asset Economy
  - 12.3.1. Cultural Alignment Strategies
  - 12.3.2. Corporate and Differentiating Leadership
  - 12.3.3. Change and Transformation Agent
- 12.4. Economic Situation
  - 12.4.1. The Fundamentals of the Global Economy
  - 12.4.2. The Globalization of Companies and Financial Markets
  - 12.4.3. Entrepreneurship and New Markets
- 12.5. Innovation and Digital Transformation
  - 12.5.1. Management and Strategic Innovation
  - 12.5.2. Open Innovation
  - 12.5.3. Sharing Economy

- 12.6. International Context
  - 12.6.1. Geopolitics
  - 12.6.2. Divisive Markets and Types of Change
  - 12.6.3. Hedging with Currency Exchange Contracts
  - 12.6.4. Foreign Investments and Exportation Financing

## Module 13. Managerial Skills

- 13.1. Public Speaking and Spokesperson Training
  - 13.1.1. Interpersonal Communication
  - 13.1.2. Communication Skills and Influence
  - 13.1.3. Communication Barriers
- 13.2. Communication and Leadership
  - 13.2.1. Leadership and Leadership Styles
  - 13.2.2. Motivation
  - 13.2.3. Skills and Abilities of the Leader 2.0
- 13.3. Personal Branding
  - 13.3.1. Strategies for Personal Brand Development
  - 13.3.2. Personal Branding Laws
  - 13.3.3. Tools for Creating Personal Brands
- 13.4. Team Management
  - 13.4.1. Work Teams and Meeting Management
  - 13.4.2. Managing Change Processes
  - 13.4.3. Managing Multicultural Teams
  - 13.4.4. Coaching
- 13.5. Negotiation and Conflict Resolution
  - 13.5.1. Effective Negotiation Techniques
  - 13.5.2. Interpersonal Conflicts
  - 13.5.3. Intercultural Negotiation
- 13.6. Emotional Intelligence
  - 13.6.1. Emotional Intelligence and Communication
  - 13.6.2. Assertiveness, Empathy, and Active Listening
  - 13.6.3. Self-Esteem and Emotional Language

- 13.7. Relational Capital: Coworking
  - 13.7.1. Managing Human Capital
  - 13.7.2. Performance Analysis
  - 13.7.3. Managing Equality and Diversity
  - 13.7.4. Innovation in People Management
- 13.8. Time Management
  - 13.8.1. Planning, Organization and Control
  - 13.8.2. The Methodology of Time Management
  - 13.8.3. Action Plans
  - 13.8.4. Tools for Efficient Time Management

## Module 14. Ethics and Corporate Social Responsibility

- 14.1. The Managerial Role and CSR
  - 14.1.1. Strategic Vision and Corporate Social Responsibility
  - 14.1.2. Balanced Scorecard
  - 14.1.3. Systems and Models for Implementing CSR
  - 14.1.4. Organization of CSR Roles and Responsibilities
- 14.2. Corporate Responsibility
  - 14.2.1. Value Creation in an Economy of Intangibles
  - 14.2.2. CSR: Corporate Commitment
  - 14.2.3. Social, Environmental, and Economic Impact
- 14.3. Responsible Finance and Investment
  - 14.3.1. Sustainability and the CFO's Responsibility
  - 14.3.2. Transparency in Information
  - 14.3.3. Finance and Responsible Investment
  - 14.3.4. Social Economy, Cooperativity and Corporate Social Responsibility
- 14.4. Business and Environment
  - 14.4.1. Sustainable Development
  - 14.4.2. Legislative Development in Environmental Responsibility
  - 14.4.3. Response of Companies to Environmental Problems
  - 14.4.4. Waste and Emissions

- 14.5. Packaging and Environment
  - 14.5.1. Packaging as a Differentiation Business Strategy
  - 14.5.2. Encouragement and Communication at the Point of Sale
  - 14.5.3. Packaging Design and Future Trends
- 14.6. Responsible Management Systems and Tools
  - 14.6.1. Social Responsibility Management Systems
  - 14.6.2. Integration Systems
  - 14.6.3. Quality Management Systems, the Environment and Occupational Health and Safety
  - 14.6.4. Audits
- 14.7. Multinationals and Human Rights
  - 14.7.1. Globalization, Human Rights and Multinational Companies
  - 14.7.2. Multinational Companies and International Law
  - 14.7.3. Specific Legal Instruments
- 14.8. Legal Environment and Corporate Governance
  - 14.8.1. International Rules on Importation and Exportation
  - 14.8.2. Intellectual and Industrial Property
  - 14.8.3. International Labor Law

## Module 15. Corporate Communication, Brand Strategy and Reputation

- 15.1. Corporate Identity and Strategic Vision
  - 15.1.1. Identity and Redefining Business Values
  - 15.1.2. Corporate Business Culture
  - 15.1.3. Communication Department Challenges
  - 15.1.4. Public Image and Projection
- 15.2. Corporate Brand Strategy
  - 15.2.1. Public Image and Stakeholders
  - 15.2.2. Corporate Branding Strategy and Management
  - 15.2.3. Corporate Communication Strategy in Line With Brand Identity
- 15.3. Reputation Theory
  - 15.3.1. Reputation as a Paradigm of a Good Company
  - 15.3.2. The Concept of Corporate Reputation
  - 15.3.3. Internal Reputation
  - 15.3.4. Influence of Internationalization on Corporate Reputation



- 15.4. Reputation Evaluation
  - 15.4.1. Corporative Reputation Audit
  - 15.4.2. Listed Companies Reputation Monitor
  - 15.4.3. Reputational Good Governance Index
  - 15.4.4. Analysis of Sectorial Reputation
- 15.5. Reputation Management
  - 15.5.1. Corporative Reputation Management
  - 15.5.2. Focus on Brand Reputation
  - 15.5.3. Leadership Reputation Management
- 15.6. Reputation Risk and Crisis Management
  - 15.6.1. Listening to and Managing Feedback
  - 15.6.2. Procedures, Crisis Manual and Contingency Plans
  - 15.6.3. Spokesperson Training in Emergency Situations
- 15.7. Ethical Sustainability
  - 15.7.1. Sustainable Criteria and Strategies
  - 15.7.2. Communication Campaigns with Sustainability Criteria
  - 15.7.3. Sustainable Brand Positioning and Image
- 15.8. Brand Metrics and Analysis and Reputation
  - 15.8.1. Introduction to the Metrics of Corporative Branding
  - 15.8.2. Internal and External Measurement Indexes
  - 15.8.3. Brand Management Tools
  - 15.8.4. Brand Assessment and Ranking

## Module 16. Strategic Planning in Corporate Communication

- 16.1. Strategic Planner
  - 16.1.1. Strategic Planner: Origins and Functions
  - 16.1.2. The Strategic Planner in Advertising Companies, Strategic Consultancies and Communication Companies
  - 16.1.3. Stakeholder Management
- 16.2. Planning Models and Schools
  - 16.2.1. Models for Intangibles Management
  - 16.2.2. Intangibles and Strategic Plans

- 16.2.3. Evaluation of Intangibles
- 16.2.4. Reputation and Intangibles
- 16.3. Qualitative Research in Strategic Planning
  - 16.3.1. InsightDetection
  - 16.3.2. Focus Groups for Strategic Planning
  - 16.3.3. Planning of Strategic Interviews
- 16.4. Quantitative Research in Strategic Planning
  - 16.4.1. Data Analysis and Drawing Conclusions
  - 16.4.2. Use of Psychometric Techniques
  - 16.4.3. Challenges of Applied Research in Business Communication
- 16.5. Creative Strategy Formulation
  - 16.5.1. Explore Alternative Strategies
  - 16.5.2. Counter Briefing or Creative Briefing
  - 16.5.3. Branding and Positioning
- 16.6. Strategic Use of Different Media
  - 16.6.1. 360° Campaigns
  - 16.6.2. Launching of New Products
  - 16.6.3. Social Trends
  - 16.6.4. Evaluation of Effectiveness
- 16.7. Trends in Business Communication
  - 16.7.1. Generation and Distribution of Corporate Content
  - 16.7.2. Business Communication on the Web 2.0
  - 16.7.3. Implementation of Metrics in the Communication Process
- 16.8. Sponsorship and Patronage
  - 16.8.1. Sponsorship, Patronage and Social Advertising Action Strategies
  - 16.8.2. Communication Opportunities and Tangible and Intangible Returns
  - 16.8.3. Hospitality and Collaboration Actions

## Module 17. Managing Aspects of Corporate Communication

- 17.1. Communication in Organizations
  - 17.1.1. Organizations, People and Society
  - 17.1.2. Historical Evolution of Organizational Behavior
  - 17.1.3. Bidirectional Communication
  - 17.1.4. Communication Barriers
- 17.2. Structure, Control and Challenges in Communication Management
  - 17.2.1. Departmental Structure in Communication Management
  - 17.2.2. Current Trends in Management Models
  - 17.2.3. Integration of Intangibles
  - 17.2.4. Communication Department Challenges
- 17.3. Integral Communication Plans
  - 17.3.1. Audit and Diagnosis
  - 17.3.2. Elaboration of Communication Plan
  - 17.3.3. Measuring results: KPIs and ROI
- 17.4. Effects of the Media
  - 17.4.1. Efficiency of Commercial and Advertising Communication
  - 17.4.2. Theories on the Effects of the Media
  - 17.4.3. Social and Co-Creation Models
- 17.5. Press Offices and Their Relationship with Communication Media
  - 17.5.1. Identifying Opportunities and Information Needs
  - 17.5.2. Management of Reports and Interviews with Spokespersons
  - 17.5.3. Virtual Press Room and e-Communication
  - 17.5.4. Buying Advertising Space
- 17.6. Public Relations
  - 17.6.1. PR Strategy and Practice
  - 17.6.2. Protocol and Ceremonial Rules
  - 17.6.3. Event Organization and Creative Management

- 17.7. Lobbies and Pressure Groups
  - 17.7.1. Opinion Groups and Their Actions in Businesses and Institutions
  - 17.7.2. Institutional Relations and Lobbying
  - 17.7.3. Areas of Intervention, Regulatory Instruments, Diffusion Strategies and Media
- 17.8. Internal Communication
  - 17.8.1. Motivational Programs, Social Action, Participation and Training with HR
  - 17.8.2. Internal Communication Support and Tools
  - 17.8.3. Internal Communication Plan
- 17.9. Branding & Naming
  - 17.9.1. Brand Management and Coordination in Launching of New Products
  - 17.9.2. Brand Repositioning
- 17.10. Audience Forecasting and Data Sources
  - 17.10.1. Measurement Units and Audience Profiles
  - 17.10.2. Affinity, Share, Rating and GRP's
  - 17.10.3. Current Suppliers in the Advertising Market

## Module 18. Communication in Specialized Sectors

- 18.1. Financial Communication
  - 18.1.1. Value of Intangibles
  - 18.1.2. Financial Communication in Listed Companies
  - 18.1.3. The Issuers of the Financial Communication
  - 18.1.4. Public Objective in Financial Operations
- 18.2. Political and Electoral Communication
  - 18.2.1. Image in Political and Electoral Campaigns
  - 18.2.2. Political Advertising
  - 18.2.3. Political and Electoral Communication Plan
  - 18.2.4. Electoral Communication Audits
- 18.3. Communication and Health
  - 18.3.1. Journalism and Health Information
  - 18.3.2. Interpersonal and Group Communication in the Field of Health
  - 18.3.3. Communication Risk and Communicative Management in a Health Crisis

- 18.4. Digital Culture and Hypermedia Museography
  - 18.4.1. Production and Diffusion of Art in the Digital Era
  - 18.4.2. Cultural Spaces as a Paradigm of Hypermedia and Transmedia Convergences
  - 18.4.3. Constructive Participation in the Digital Culture
- 18.5. Communication at the Forefront of Public Organizations
  - 18.5.1. Communication in the Public Sector
  - 18.5.2. Strategy and Creation in Public Organization Communications
  - 18.5.3. Intangible Assets in the Public Sector
  - 18.5.4. Information Policy of Public Organizations
- 18.6. Communications in Non-Profit Organizations
  - 18.6.1. NPO and Relationship with Government Agencies
  - 18.6.2. Corporative Reputation in Non-Profit Organizations
  - 18.6.3. Diagnosis, Evaluation and Development in Communication Plans for These Types of Organizations
  - 18.6.4. Different Figures and Communication Media

## Module 19. Marketing and Communication

- 19.1. Product Placement and Branded Content
  - 19.1.1. Unique Forms of Communication and Brand Placement
  - 19.1.2. Concepts, Products and Services in User-Friendly Media
- 19.2. Digital Media Planning and Contracting
  - 19.2.1. Real Time Bidding
  - 19.2.2. Integrated Digital Campaign Planning
  - 19.2.3. Advertising Investment Control Scorecard
- 19.3. Promotional Marketing
  - 19.3.1. Consumer Promotions
  - 19.3.2. Sales Force, Channel, Point of Sale and Special Promotions
  - 19.3.3. Success and Cost-Effectiveness of Promotional Actions
- 19.4. Planning, Execution and Measurement of SEM Campaigns
  - 19.4.1. Search Engine Marketing
  - 19.4.2. Conversion of Traffic to Qualified Traffic
  - 19.4.3. SEM Project Management

- 19.5. Metrics and Results Analysis in Public Digital Campaigns
  - 19.5.1. Ad servers
  - 19.5.2. Traditional Metrics in Digital GRPs
  - 19.5.3. Crossmedia and Interactions
- 19.6. Display Advertising, Rich Media and Viral Publicity
  - 19.6.1. Media, Formats and Supports
  - 19.6.2. The Conversion Cycle
  - 19.6.3. Buzz Marketing and WOM
- 19.7. Mobile Marketing, Geo-Localization and Internet TV
  - 19.7.1. New Mobile Marketing Applications
  - 19.7.2. Geo-Localization
  - 19.7.3. Applications which Integrate Websites, Geotagging and Mobile
- 19.8. Advertising Effectiveness
  - 19.8.1. Research Techniques and Tracking Campaigns
  - 19.8.2. Coverage and Effective Frequency Analysis
  - 19.8.3. Notoriety and Time Distribution Patterns of Advertising Pressure

## Module 20. Customer Relationship Management

- 20.1. CRM and Relational Marketing
  - 20.1.1. Business Philosophy or Strategic Orientation
  - 20.1.2. Customer Identification and Differentiation
  - 20.1.3. The Company and Its Stakeholders
  - 20.1.4. Clienting
- 20.2. Database Marketing and Customer Relationship Management
  - 20.2.1. Database Marketing Applications
  - 20.2.2. Laws and Regulations
  - 20.2.3. Information Sources, Storage, and Processing
- 20.3. Consumer Psychology and Behavior
  - 20.3.1. The Study of Consumer Behavior
  - 20.3.2. Internal and External Consumer Factors
  - 20.3.3. Consumer Decision Process
  - 20.3.4. Consumerism, Society, Marketing, and Ethics





- 20.4. Consumer Centric Marketing
  - 20.4.1. Segmentation.
  - 20.4.2. Profitability Analysis
  - 20.4.3. Customer Loyalty Strategies
- 20.5. CRM Management Techniques
  - 20.5.1. Direct Marketing
  - 20.5.2. Multichannel Integration
  - 20.5.3. Viral Marketing
- 20.6. Advantages and Risks of Implementing CRM
  - 20.6.1. CRM, Sales and Costs
  - 20.6.2. Customer Satisfaction and Loyalty
  - 20.6.3. Technology Implementation
  - 20.6.4. Strategic and Management Errors

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*A unique specialization program that will allow you to acquire advanced training in this field"*

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 Advanced Master's Degree in Corporate Communications and Event Management guarantees students, in addition to the most rigorous and up-to-date education, access to an Advanced Master's Degree issued by TECH Technological University.



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*Successfully complete this program  
and receive your university degree  
without travel or laborious paperwork”*

This **Advanced Master's Degree in Corporate Communications and Event Management** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Advanced 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 Advanced Master's Degree, and meets the requirements commonly demanded by labor exchanges, competitive examinations, and professional career evaluation committees.

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

Official N° of hours: **3,000 h.**



\*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.



future

health confidence people

education information tutors

guarantee accreditation teaching

institutions technology learning

community commitment

**tech** technological  
university

personalized service innovation

knowledge present

online training  
Corporate Communications  
and Event Management

development languages

virtual classroom

- » Modality: online
- » Duration: 2 years
- » Certificate: TECH Technological University
- » Schedule: at your own pace
- » Exams: online

# Advanced Master's Degree Corporate Communications and Event Management