Advanced Master's Degree
MBA in Professional Political Communication Management

tech global university

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Advanced Master's Degree
MBA in Professional Political Communication 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-mba-professional-political-communication-management**

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Introduction

Political activity requires effective communication that can transmit the party's ideals in order to achieve a society that is informed and interested in everything that is happening in the world. However, in order to achieve this, it is essential to have journalists with higher qualifications, experience and passion for politics, who make each piece of information their own in order to disseminate it through the different communication media, developing public opinion through solid and truthful information, which will allow the parties to achieve power.

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

Political communication is an essential factor when it comes to a party rising to power. For this reason, all formations and government alternatives surround themselves with the best communication team, on which they rely to win the favor of the citizens and, therefore, their votes. Nevertheless, the work of political communicators is not as simple as it may seem, it is essential to possess extensive knowledge of political history, communication tools, ideologies, public figures, etc. Exhaustive knowledge in different political branches that will be useful to achieve an effective communication, which manages to sway public opinion and gain their vote.

Ideologies, relations with power and institutions, information flows and their intentionality, fake news, as well as many other factors, become the key to essential knowledge for journalists in this sector, so it is of vital importance to have a high level of knowledge in the field. As a result, professional political communication becomes one of the sectors that requires greater specialization and expertise in order to differentiate and offer the quality information that citizens should receive.

This Advanced Master's Degree is a highly academic course created specifically for political communication professionals who, in a single specialization program, will find the most complete knowledge in these areas of work. Through a highly educational program, the student will be able to take a solid step forward in this field, achieving the personal and professional skills required to practise as an expert in the field. A complete and effective Advanced Master's Degree that will propel you to the highest level of competence.

For this, TECH will not only take the student through the theoretical knowledge, but will also show them another way of studying and learning, one which is more organic, simpler and more efficient. TECH will work to keep them motivated and to develop a passion for learning within them. And will push them to think and develop critical thinking skills.

In addition, as it is a 100% online program, students themselves decide where and when to study. Without the restrictions of fixed timetables or having to move between classrooms, this course can be balanced with work and family life.

This **Advanced Master's Degree MBA in Professional Political Communications Management** contains the most complete and up-to-date program on the market. The most important features of the program include:

- The latest technology in e-learning software
- Intensely visual teaching system, supported by graphic and schematic contents that are easy to assimilate and understand
- Practical case studies presented by practising experts
- State-of-the-art interactive video systems
- Teaching supported by telepractice
- Continuous updating and recycling systems
- Self-regulated learning: full compatibility with other occupations
- Practical exercises for self-assessment and learning verification
- Support groups and educational synergies: questions to the expert, debate and knowledge forums
- Communication with the teacher and individual reflection work
- Content that is accessible from any fixed or portable device with an Internet connection
- Complementary resource banks that are permanently available

We offer you the opportunity to learn the action and communication strategies that contribute to persuade citizens and voters of the best government alternative, and all this in this Grand Master that will launch your career to the highest levels of competence"

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

The teaching staff is composed of a team of working professionals. In this way, TECH ensures that it delivers the goal of constant updating that it intends. A multidisciplinary team of doctors training and experience in different environments, who will develop the theoretical knowledge in an efficient way, but above all, they will bring their practical knowledge from their own experience to the course.

This command of the subject is complemented by the effectiveness of the methodological design used in this Advanced Master's Degree program. Developed by a multidisciplinary team of e-learning experts, the program integrates the latest advances in educational technology. As such, the student will be able to study with a range of easy-to-use and versatile multimedia tools that will equip them with the skills they need te specialize in this field.

The design of this program is based on Problem-Based Learning, an approach that views learning as a highly practical process. To achieve this remotely, TECH uses telepractice. With the help of an innovative interactive video system and *learning from an expert*, the student will be able to acquire the knowledge as if they were facing the scenario they are studying at that moment. A concept that will allow you to integrate and fix learning in a more realistic and permanent way.

A comprehensive program that will allow you to achieve intensive specialization in each and every aspect of professional political communication.

We have the best teaching methodology and a multitude of simulated cases that will help you train in real situations.
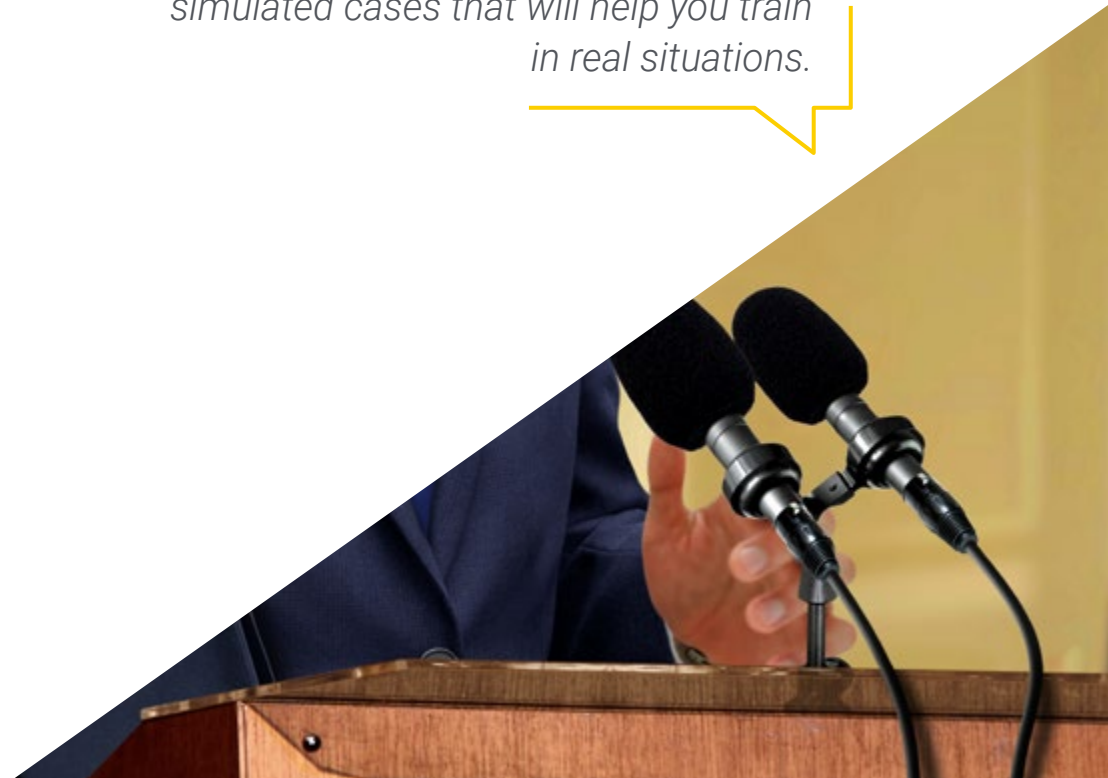
02
Objectives

TECH's objective is to train highly qualified professionals for the workplace. 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 the student will be able to take for granted, with a highly intense and precise specialization program.

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Our goal is to help you achieve your goals, through a very exclusive specialization program that will become an unparalleled professional growth experience"

General Objectives

- Achieve the knowledge required to write and transmit political information through different media and platforms, both physical and digital

- Acquire the knowledge required to communicate adequately in all areas, channels and networks, using the appropriate languages for each communication style

Get on the path to job excellence thanks to this superior training and boost your competitiveness to the top positions with an unbeatable professional profile"

Specific Objectives

- Define the latest trends and developments in business management
- Build a plan for the development and improvement of personal and managerial skills
- Develop strategies to carry out decision-making in a complex and unstable environment
- Develop the ability to detect, analyze and solve and problem solving
- Develop the skills required to manage business activities strategically
- Explain the company from a global point of view, as well as the responsibility developed by each area of the company
- Design innovative strategies and policies to improve management and business efficiency
- Innovative solutions to improve business management and efficiency
- Formulate and implement growth strategies that adapt the company to changes in the national and international environment
- Know the fundamentals of management, strategy, marketing and communication
- Understand the functioning of political institutions and organizations
- Know the objectives and tools of marketing and political communication
- Know how to apply marketing and communication tools according to the political product: program, party and candidate
- Know the stages and development of a political and electoral campaign

Skills

Once all the contents have been studied and the objectives of the Advanced Master's Degree MBA in Professional Political Communication Management have been achieved, the professional will have developed superior abilities and will be capable of expert performance in this area. A comprehensive approach, in a high-level program, 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

- Perform the functions of specialist communicator in any media or newspaper
- Work according to the type of writing in this sector
- Properly manage the information in this area
- Relating to political sources
- Developing in the political arena
- Manage political campaigns
- Analyze political data in different contexts

" Our objective is very simple: to offer you quality specialized training, with the best teaching methods currently, so that you can reach new heights of excellence in your profession"

Specific Skills

- Conduct historical analysis on the influence of power and government
- Analyze historical influences and their effects on current policy
- Describe the different historical ideologies
- Relate ideologies to the systems of each society in a practical way
- Explaining the political culture
- Describe the political identities of the citizen
- Describe the political system of a society
- Using the different types of party persuasion
- Develop a comparative perspective on the functioning of parties: ways of acting, diversity of internal ideologies, fractures, etc
- Produce quality parliamentary reports for any platform and format
- Using the tools for parliamentary chronicles
- Develop appropriate relationships between the reporter and the press
- Describe the political regimes of each state and their different communication styles
- Promote objective and equal information development in the media
- Expertly manage and analyze networks
- Apply the knowledge of a digital marketing specialist in the journalistic and political sphere

Structure and Content

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

Our syllabus has been designed with teaching effectiveness in mind: so that you learn faster, more efficiently, and on a more permanent basis"

Module 1. Leadership, Ethics and CSR

1.1.   Globalization and Governance
    1.1.1.   Globalization and Trends: Market Internationalization
    1.1.2.   Economic Environment and Corporate Governance
    1.1.3.   Accountability
1.2.   Leadership
    1.2.1.   Intercultural Environment
    1.2.2.   Leadership and Business Management
    1.2.3.   Management Roles and Responsibilities
1.3.   Business Ethics
    1.3.1.   Ethics and Integrity
    1.3.2.   Ethical Behavior in Companies
    1.3.3.   Deontology, Codes of Ethics and Codes of Conduct
    1.3.4.   Fraud and Corruption Prevention
1.4.   Sustainability
    1.4.1.   Business and Sustainable Development
    1.4.2.   Social, Environmental, and Economic Impact
    1.4.3.   The 2030 Agenda and the SDGs
1.5.   Corporate Social Responsibility
    1.5.1.   Corporate Social Responsibility
    1.5.2.   Roles and Responsibilities
    1.5.3.   Implementing Corporate Social Responsibility

Module 2. Strategic Direction and Executive Management

2.1.   Organizational Analysis and Design
    2.1.1.   Organizational Culture
    2.1.2.   Organisational analysis
    2.1.3.   Designing the Organizational Structure
2.2.   Corporate Strategy
    2.2.1.   Corporate-Level Strategy
    2.2.2.   Types of Corporate-Level Strategies
    2.2.3.   Determining the Corporate Strategy
    2.2.4.   Corporate Strategy and Reputational Image
2.3.   Strategic Planning and Strategy Formulation
    2.3.1.   Strategic Thinking
    2.3.2.   Strategic Planning and Formulation
    2.3.3.   Sustainability and Corporate Strategy
2.4.   Strategy Models and Patterns
    2.4.1.   Wealth, Value, and Return on Investments
    2.4.2.   Corporate Strategy: Methodologies
    2.4.3.   Growing and Consolidating the Corporate Strategy
2.5.   Strategic Management
    2.5.1.   Strategic Mission, Vision, and Values
    2.5.2.   The Balanced Scorecard
    2.5.3.   Analyzing, Monitoring, and Evaluating the Corporate Strategy
    2.5.4.   Strategic Management and Reporting
2.6.   Implementing and Executing Strategy
    2.6.1.   Strategic Implementation: Objectives, Actions and Impacts
    2.6.2.   Supervision and Strategic Alignment
    2.6.3.   Continuous Improvement Approach
2.7.   Executive Management
    2.7.1.   Integrating Functional Strategies into the Global Business Strategies
    2.7.2.   Management Policy and Processes
    2.7.3.   Knowledge Management
2.8.   Analyzing and Solving Cases/Problems
    2.8.1.   Problem Solving Methodology
    2.8.2.   Case Method
    2.8.3.   Positioning and Decision-Making

Module 3. People and Talent Management

3.1. Organizational Behavior

    3.1.1. Organizational Theory

    3.1.2. Key Factors for Change in Organizations

    3.1.3. Corporate Strategies, Types, and Knowledge Management

3.2. Strategic People Management

    3.2.1. Job Design, Recruitment, and Selection

    3.2.2. Human Resources Strategic Plan: Design and Implementation

    3.2.3. Job Analysis: Design and Selection of People

    3.2.4. Training and Professional Development

3.3. Management and Leadership Development

    3.3.1. Management Skills: 21st Century Skills and Abilities

    3.3.2. Non-Managerial Skills

    3.3.3. Map of Skills and Abilities

    3.3.4. Leadership and People Management

3.4. Change Management

    3.4.1. Performance Analysis

    3.4.2. Strategic Approach

    3.4.3. Change Management: Key Factors, Process Design and Management

    3.4.4. Continuous Improvement Approach

3.5. Negotiation and Conflict Management

    3.5.1. Negotiation Objectives: Differentiating Elements

    3.5.2. Effective Negotiation Techniques

    3.5.3. Conflicts: Factors and Types

    3.5.4. Efficient Conflict Management: Negotiation and Communication

3.6. Executive Communication

    3.6.1. Performance Analysis

    3.6.2. Leading Change. Resistance to Change

    3.6.3. Managing Change Processes

    3.6.4. Managing Multicultural Teams

3.7. Team Management and People Performance

    3.7.1. Multicultural and Multidisciplinary Environment

    3.7.2. Team and People Management

    3.7.3. *Coaching* and People Performance

    3.7.4. Executive Meetings: Planning and Time Management

3.8. Knowledge and Talent Management

    3.8.1. Identifying Knowledge and Talent in Organizations

    3.8.2. Corporate Knowledge and Talent Management Models

    3.8.3. Creativity and Innovation

Module 4. Economic and Financial Management

4.1. Economic Environment

    4.1.1. Organizational Theory

    4.1.2. Key Factors for Change in Organizations

    4.1.3. Corporate Strategies, Types, and Knowledge Management

4.2. Executive Accounting

    4.2.1. International Accounting Framework

    4.2.2. Introduction to the Accounting Cycle

    4.2.3. Company Financial Statements

    4.2.4. Analysis of Financial Statements: Decision-Making

4.3. Budget and Management Control

    4.3.1. Budgetary Planning

    4.3.2. Management Control: Design and Objectives

    4.3.3. Supervision and Reporting

4.4. Corporate Tax Responsibility

    4.4.1. Corporate Tax Responsibility

    4.4.2. Tax Procedure: A Case-Country Approach

4.5. Corporate Control Systems

    4.5.1. Types of Control

    4.5.2. Regulatory Compliance

    4.5.3. Internal Auditing

    4.5.4. External Auditing

Module 5. Operations and Logistics Management

5.1.   Operations Management

    5.1.1.   Define the Operations Strategy

    5.1.2.   Supply Chain Planning and Control

    5.1.3.   Indicator Systems

5.2.   Purchasing Management

    5.2.1.   Stocks Management

    5.2.2.   Warehouse Management

    5.2.3.   Purchasing and Procurement Management

5.3.   Supply Chain Management(I)

    5.3.1.   Costs and Efficiency of the Operations Chain

    5.3.2.   Change in Demand Patterns

    5.3.3.   Change in Operations Strategy

5.4.   Supply Chain Management(II). Implementation

    5.4.1.   Lean Manufacturing/Lean Thinking

    5.4.2.   Logistics Management

    5.4.3.   Purchasing

5.5.   Logistical Processes

    5.5.1.   Organization and Management by Processes

    5.5.2.   Procurement, Production, Distribution

    5.5.3.   Quality, Quality Costs, and Tools

    5.5.4.   After-Sales Service

5.6.   Logistics and Customers

    5.6.1.   Demand Analysis and Forecasting

    5.6.2.   Sales Forecasting and Planning

    5.6.3.   Collaborative Planning, Forecasting, and Replacement

5.7.   International Logistics

    5.7.1.   Customs, Export and Import processes

    5.7.2.   Methods and Means of International Payment

    5.7.3.   International Logistics Platforms

5.8.   Competing through Operations

    5.8.1.   Innovation in Operations as a Competitive Advantage in the Company

    5.8.2.   Emerging Technologies and Sciences

    5.8.3.   Information Systems in Operations

Module 6. Information Systems Management

6.1. Information Systems Management
    6.1.1. Business Information Systems
    6.1.2. Strategic Decisions
    6.1.3. The Role of the CIO

6.2. Information Technology and Business Strategy
    6.2.1. Company and Industry Sector Analysis
    6.2.2. Online Business Models
    6.2.3. The Value of IT in a Company

6.3. IS Strategic Planning
    6.3.1. The Process of Strategic Planning
    6.3.2. Formulating the IS Strategy
    6.3.3. Strategy Implementation Plan

6.4. Information Systems and Business Intelligence
    6.4.1. CRM and Business Intelligence
    6.4.2. Business Intelligence Project Management
    6.4.3. Business Intelligence Architecture

6.5. New ICT-Based Business Models
    6.5.1. Technology-Based Business Models
    6.5.2. Innovation Abilities
    6.5.3. Redesigning the Value Chain Processes

6.6. E-Commerce
    6.6.1. E-Commerce Strategic Plan
    6.6.2. Logistics Management and Customer Service in E-Commerce.
    6.6.3. E-Commerce as an Opportunity for Internationalization

6.7. E-Business Strategies
    6.7.1. Social Media Strategies
    6.7.2. Optimizing Service Channels and Customer Support
    6.7.3. Digital Regulation

6.8. Digital Business
    6.8.1. Mobile e-Commerce
    6.8.2. Design and Usability
    6.8.3. e-Commerce Operations

Module 7. Commercial Management, Marketing, and Corporate Communications

7.1. Commercial Management
    7.1.1. Sales Management
    7.1.2. Commercial Strategy
    7.1.3. Sales and Negotiation Techniques
    7.1.4. Management of Sales Teams

7.2. Marketing
    7.2.1. Marketing and the Impact on the Company
    7.2.2. Basic Marketing Variables
    7.2.3. Marketing Plan

7.3. Strategic Marketing Management
    7.3.1. Sources of Innovation
    7.3.2. Current Trends in Marketing
    7.3.3. Marketing Tools
    7.3.4. Marketing Strategy and Communication with Customers

7.4. Digital Marketing Strategy
    7.4.1. Approach to Digital Marketing
    7.4.2. Digital Marketing Tools
    7.4.3. Inbound Marketing and the Evolution of Digital Marketing

7.5. Sales and Communication Strategy
    7.5.1. Positioning and Promotion
    7.5.2. Public Relations
    7.5.3. Sales and Communication Strategy

7.6. Corporate Communication
    7.6.1. Internal and External Communication
    7.6.2. Communication Departments
    7.6.3. Communication Managers: Managerial Skills and Responsibilities

7.7. Corporate Communication Strategy
    7.7.1. Corporate Communication Strategy
    7.7.2. Communication Plan
    7.7.3. Press Release/Clipping/Publicity Writing

Module 8. Innovation and Project Management

8.1. Innovation
- 8.1.1. Conceptual Framework for Innovation
- 8.1.2. Types of Innovation
- 8.1.3. Continuous and Discontinuous Innovation
- 8.1.4. Training and Innovation

8.2. Innovation Strategy
- 8.2.1. Innovation and Corporate Strategy
- 8.2.2. Global Innovation Project: Design and Management
- 8.2.3. Innovation Workshops

8.3. Business Model Design and Validation
- 8.3.1. The Lean Start-up Methodology
- 8.3.2. Innovative Business Initiative: Stages
- 8.3.3. Financing Arrangements
- 8.3.4. Model Tools: Empathy Map, Canvas Model, and Metrics
- 8.3.5. Growth and Loyalty

8.4. Project Management
- 8.4.1. Innovation Opportunities
- 8.4.2. Feasibility Study and Proposal Specification
- 8.4.3. Project Definition and Design
- 8.4.4. Project Implementation
- 8.4.5. Project Closure

Module 9. Society, Citizenship and Politics

9.1. Citizens and Society
- 9.1.1. Concept of Society
- 9.1.2. Citizen's Rights and Duties
- 9.1.3. Types of Citizens

9.2. Social Change
- 9.2.1. Concept of Social Change
- 9.2.2. Factors of Social Change
- 9.2.3. Social Change Transformation

9.3. Citizen Participation
- 9.3.1. Social and Citizen Participation
- 9.3.2. Collective Decision Making
- 9.3.3. Forms of Citizen Participation

9.4. Public Opinion
- 9.4.1. Forms of Public Opinion
- 9.4.2. Pressure Groups
- 9.4.3. Population Groups in Public Opinion

9.5. Society, Politics and Power
- 9.5.1. Power in Society
- 9.5.2. Policy Reality
- 9.5.3. Political Behavioral Factors

9.6. Ideologies and Political Action
- 9.6.1. Concept and Dimensions of Ideology
- 9.6.2. Ideological Groups
- 9.6.3. Manifestations of Ideology

9.7. Policy Dimensions
- 9.7.1. Political Regimes
- 9.7.2. Political Systems
- 9.7.3. Public Policy Factors

9.8. Political Systems
- 9.8.1. Concept and Characteristics
- 9.8.2. Types of Policy Systems

9.9. Democracy: Representation and Participation
- 9.9.1. Definition of Democracy
- 9.9.2. Types of Democracy
- 9.9.3. Levels of Citizen Participation

9.10. International Political Scenarios
- 9.10.1. Policy Scenarios in Europe
- 9.10.2. Policy Scenarios in North America
- 9.10.3. Policy Scenarios in Central America
- 9.10.4. Policy Scenarios in Latin America

Module 10. Management and Strategy of Companies and Organizations

10.1.   General Management
    10.1.1.   The Concept of General Management
    10.1.2.   The Role of the Director
    10.1.3.   The CEO and their Responsibilities
    10.1.4.   Transforming the Work of Management

10.2.   Planning and Strategy
    10.2.1.   The Plan in a Strategy
    10.2.2.   Strategic Positioning
    10.2.3.   Strategy in Companies
    10.2.4.   Plan

10.3.   Digital Strategy
    10.3.1.   Technology Strategy and its Impact on Digital Innovation
    10.3.2.   Strategic Planning of Information Technologies
    10.3.3.   Strategy and The Internet

10.4.   Corporate Strategy and Technology Strategy
    10.4.1.   Creating Value for Customers and Shareholders
    10.4.2.   Strategic IS/IT Decisions
    10.4.3.   Corporate Strategy vs Technology and Digital Strategy

10.5.   Strategy Implementation
    10.5.1.   Indicator Systems and Process Approach
    10.5.2.   Strategic Map
    10.5.3.   Differentiation and Alignment

Module 11. Strategic and Operational Marketing

11.1.   Fundamentals of Marketing
    11.1.1.   The Concept of Marketing
    11.1.2.   The Basic Elements of Marketing
    11.1.3.   Marketing Activities in Companies

11.2.   Marketing Management
    11.2.1.   The Concept of Marketing Management
    11.2.2.   New Trends in Marketing
    11.2.3.   A New Marketplace: Consumer and Business Capabilities
    11.2.4.   Holistic MK Orientation
    11.2.5.   Update on the 4 Ps of Marketing
    11.2.6.   Marketing Management Tasks

11.3.   The Function of Strategic Marketing
    11.3.1.   The Concept of Marketing Strategic
    11.3.2.   Concept of Strategic Marketing Planning
    11.3.3.   Stages of the Strategic Marketing Planning Process

11.4.   Marketing Strategy Dimensions
    11.4.1.   Marketing Strategies
    11.4.2.   Types of Marketing Strategies

11.5.   Marketing Mix
    11.5.1.   Marketing Mix Concept
    11.5.2.   Product Strategies
    11.5.3.   Pricing Strategies
    11.5.4.   Distribution Strategies
    11.5.5.   Communication Strategies

11.6.   Digital Marketing
    11.6.1.   Digital Marketing Concept
    11.6.2.   Digital Marketing Strategies

Module 13. Organizations: Crisis Management and Social Responsibility

13.1. Organisational Design
    13.1.1. Concept of Organizational Design
    13.1.2. Organizational Structure
    13.1.3. Types of Organizational Designs

13.2. Organizational Structure
    13.2.1. Main Coordination Mechanisms
    13.2.2. Departments and Organization Charts
    13.2.3. Authority and Responsibility
    13.2.4. Empowerment

13.3. Corporate Social Responsibility
    13.3.1. Social Commitment
    13.3.2. Sustainable Organizations
    13.3.3. Business Ethics

13.4. Social Responsibility in Organizations
    13.4.1. CSR Management in Organizations
    13.4.2. CSR Towards Employees
    13.4.3. Sustainable Action

13.5. Reputation Management
    13.5.1. Corporative Reputation Management
    13.5.2. Focus on Brand Reputation
    13.5.3. Leadership Reputation Management

13.6. Reputation Risk and Crisis Management
    13.6.1. Listening to and Managing Feedback
    13.6.2. Procedures, Crisis Manual and Contingency Plans
    13.6.3. Spokesperson Training in Emergency Situations

13.7. Conflicts in Organizations
    13.7.1. Interpersonal Conflicts
    13.7.2. Conflict Conditions
    13.7.3. Consequences of Conflicts

13.8. Lobbies and Pressure Groups
    13.8.1. Opinion Groups and their Actions in Businesses and Institutions
    13.8.2. Institutional Relations and Lobbying
    13.8.3. Areas of Intervention, Regulatory Instruments, Diffusion Strategies and Media

13.9. Negotiation
    13.9.1. Intercultural Negotiation
    13.9.2. Negotiation Focuses
    13.9.3. Effective Negotiation Techniques
    13.9.4. Restructuring

13.10. Corporate Brand Strategy
    13.10.1. Public Image and Stakeholders
    13.10.2. Corporate Branding Strategy and Management
    13.10.3. Corporate Communication Strategy in Line with Brand Identity

Module 14. Marketing and Institutional Communication

14.1. Political Action in Institutions
    14.1.1. Concept of Institution
    14.1.2. Types of Institutions and Social Groups
    14.1.3. Institutional Actions

14.2. Institutional Marketing
    14.2.1. Institutional Markets: Citizens and Entities
    14.2.2. Institutional Offering
    14.2.3. Citizen Satisfaction

14.3. Marketing Plans in Institutions
    14.3.1. Institutional Environment Analysis
    14.3.2. Objectives of the Institution
    14.3.3. Strategic and Operational Actions

14.4. Public Communication
    14.4.1. Political Communication Agents
    14.4.2. Formal Media: Press and Institutions
    14.4.3. Informal Media: Networks and Opinion Makers

Module 15. Political Marketing

Module 16. Electoral Marketing

Module 19. The Electoral Campaign: Conventional Tools for Action

Module 20. The Electoral Campaign: Online Performance Tools

05

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.

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.

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

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.

30%

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.

10%

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.

8%

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.

20%

25%

4%

3%
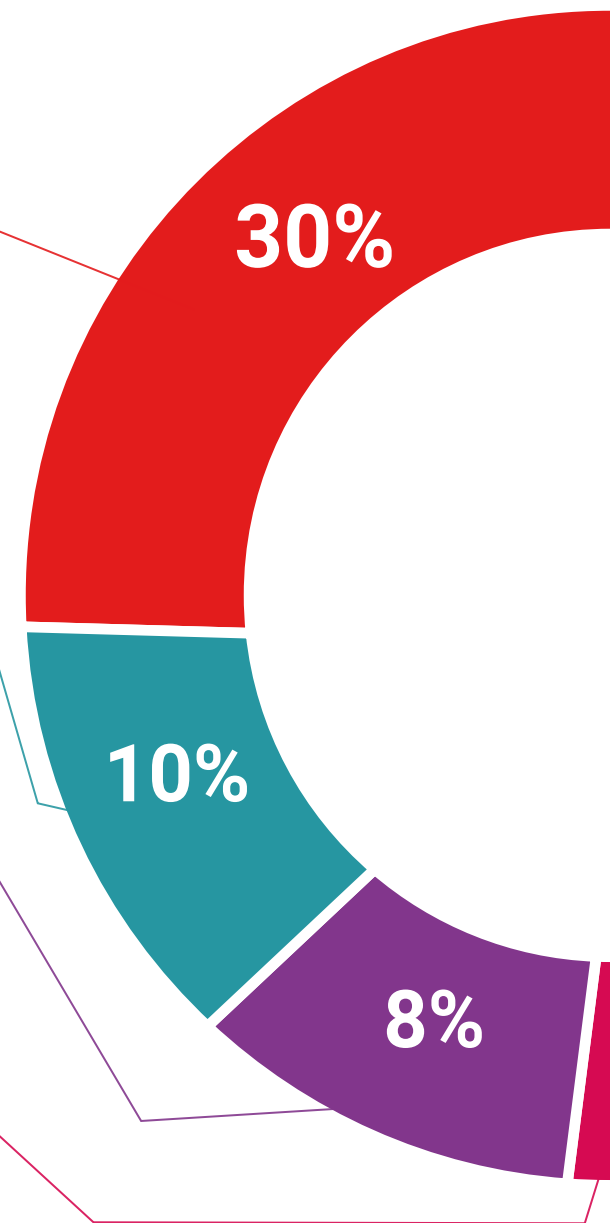
Case Studies

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.

Certificate

The Advanced Master's Degree MBA in Professional Political Communication Management guarantees students, in addition to the most rigorous and up-to-date education, access to an Advanced Master's Degree's issued by TECH Global University.

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

This program will allow you to obtain your **Advanced Master's Degree diploma in MBA in Professional Political Communication 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 MBA in Professional Political Communication Management**

Modality: **online**

Duration: **2 years**

Accreditation: **120 ECTS**

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

Advanced Master's Degree MBA in Professional Political Communication 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 MBA in Professional Political Communication Management

General Structure of the Syllabus

Year	Subject	ECTS	Type
1º	Leadership, Ethics and CSR	6	CO
1º	Strategic Direction and Executive Management	6	CO
1º	People and Talent Management	6	CO
1º	Economic and Financial Management	6	CO
1º	Operations and Logistics Management	6	CO
1º	Information Systems Management	6	CO
1º	Commercial Management, Marketing, and Corporate Communications	6	CO
1º	Innovation and Project Management	6	CO
1º	Society, Citizenship and Politics	6	CO
1º	Management and Strategy of Companies and Organizations	6	CO

Year	Subject	ECTS	Type
2º	Strategic and Operational Marketing	6	CO
2º	Corporate Communication	6	CO
2º	Organizations: Crisis Management and Social Responsibility	6	CO
2º	Marketing and Institutional Communication Political Marketing	6	CO
2º	Electoral Marketing	6	CO
2º	Leadership and Personal Communication	6	CO
2º	Construction of the Political and Electoral Strategy	6	CO
2º	The Electoral Campaign: Conventional Tools for Action	6	CO
2º	The Electoral Campaign: Online Performance Tools	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
MBA in Professional Political Communication Management

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

MBA in Professional Political
Communication Management

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