Advanced Master's Degree
Senior Communications Management

tech *global university*

Advanced Master's Degree
Senior Communications 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-senior-communications-management**

Index

01
Introduction

The program in Senior Communications Management is designed to specialize communication professionals who are capable of elaborating efficient communication plans and strategies, preparing them to work in companies and organizations in managerial positions in the corporate organization chart.

Through this highly-skilled program, the student will be able will be able to take a strong and solid step forward in this area, achieving the personal and professional skills required to practice as an expert in the field. A complete and effective program that will propel you to the highest level of competence.

A program created for professionals who aspire to excellence, that will enable them to acquire new skills and strategies easily and effectively"

The Corporate Communications Director is an essential figure in the corporate organizational chart, since they are responsible for the correct management of corporate communications. The company's brand will be affected by the decisions it makes, thereby leading to an improvement or worsening of the corporate reputation. Therefore, this Advanced Master's Degree offers the necessary techniques and strategies for the development of a communication plan that brings benefits and allows the company's objectives to be achieved.

To do so, the professional must have in depth knowledge of the business environment, the organization itself, as well as the goals set by the company. All this, together with the correct management of the corporate media, whether digital or physical, will allow the company to achieve success with a positive reputation and known by all.

TECH is passionately commited to helping highly qualified individuals to specialize and develop their personal, social and professional skills.

The student will not only be guided through the theoretical knowledge offered, but will also find another way of studying and learning, one which is more organic, simpler and more efficient. TECH works to keep you motivated and to create a passion for learning that will drive you develop critical thinking.

This Advanced Master's Degree is designed to give you access to the specific knowledge of this discipline in an intensive and practical way, which is of great value to any professional.

Furthermore, as it is a 100% online specialization, the student decides where and when to study. Without the restrictions of fixed timetables or having to move between classrooms, this course can be combined with work and family life.

This **Advanced Master's Degree in Senior 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 online teaching software
- ◆ A highly visual teaching system, supported by graphic and schematic contents that are easy to assimilate and understand
- ◆ Practical cases presented by practising experts
- ◆ State of the art interactive video systems
- ◆ Teaching supported by remote learning
- ◆ Continuous updating and retraining systems
- ◆ Autonomous learning: full compatibility with other occupations
- ◆ Practical exercises for self evaluation 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
- ◆ Supplementary documentation databases are permanently available, even after the program

A deep and complete immersion in Corporate Communication strategies and approaches"

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

A complete program that will allow you to get intensive education in each and every aspect of Corporate Communication

Our teaching staff is made up of working professionals. In this way TECH ensures that it delivers the up-to-date information it aims to. A multidisciplinary team of professionals who have experience in different environments will develop the theoretical knowledge in an efficient way, but above all, will contribute their practical knowledge from their own experience to the course: one of the differential qualities of this TECH Advanced Master's Degree.

This command of the subject is complemented by the effectiveness of the methodological design of this Advanced Master's Degree. Developed by a multidisciplinary team of e-learning experts, it integrates the latest advances in educational technology. In this way, the student will be able to study with a range of comfortable and versatile multimedia tools that will give them the operability they need in their specialization.

The design of this program is based on Problem-Based Learning: an approach that conceives learning as a highly practical process. To achieve this remotely, we will use telepractice. 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 actually dealing with the situations they are learning about. A concept that will allow them to integrate and consolidate learning in a more realistic and permanent way.

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

02
Objectives

Our objective is to prepare highly qualified professionals for the working world. 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 you will be able to achieve thanks to a highly intensive and detailed course.

Our goal is to help you achieve yours, through a very unique specialist program that will become an unparalleled professional growth experience"

General Objectives

- Achieve the necessary knowledge to write and transmit corporate information through different media and platforms, both physical and digital
- Acquire the necessary knowledge to communicate adequately in all areas, channels and networks, using the appropriate languages for each communication style

Achieve excellence with the guidance of today's most experienced experts and boost your chances of achieveing the top positions with an unbeatable CV"

Specific Objectives

- Define the latest trends and developments in business management
- Build a personal and managerial skills development and improvement plan
- Develop strategies to carry out decision making in a complex and unstable environment
- Develop the ability to detect, analyze, and solve problems
- 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
- Formulate and implement growth strategies that adapt the company to changes in the national and international environment
- Develop strategies for brand and corporate reputation management as strategic resources for differentiation, legitimacy and business excellence
- Describe the strategic role of integrated and consistent communication with all the *stakeholders*
- Strengthen leadership skills and competencies of future asset managers

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

03
Course Management

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

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

International Guest Director

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

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

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

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

Ms. Thole-Muir, Wendy

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

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

04

Skills

Once all the contents have been studied and the objectives of the Advanced Master's Degree in Senior Communications Management have been achieved, the professional will have a superior skillset and capabilities in this area. A comprehensive approach, in a first-class program that makes all 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"

After passing the assessments the professional will be able to:

General Skills

- Efficiently manage all aspects of the communication department of any organization

- Design innovative strategies and policies to improve management and business efficiency

- Plan and implement integral communication plans

- Establish complex communication strategies to achieve a link with all audiences

- 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

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

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

05
Structure and Content

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

At least 50% of all revenue received by Company

tional payments problems - 23 Mar

News + Buzz

You can make inter

Is this the fanciest way to

How communities are gel

Watch more news flash ›

images and add cherry to it to regain the number one spot. An amazing photographer takes a photo in New York and uploads it.This right now here in Thailand and soon we"

We are creating a system where very talented creatives can develop their own style and share everything. Some young talented kid comes along who can take better images than me. I'll open her images and add cherry to it to regain the number one spot. An amazing photogra-

LIVE updates   Photo

SET : IND   1,855.92   1.94
OPEN :   1,855.02
CLOSE :   1,855.98   WEEK RANGE :
                                                      DAY RANGE :
24.7050   86.560   0.650   86.5
47.0540   57.030   807.5
6760.70   5.7540   0.60
34.7080   0.7540   5

EWPE   -WE
6.068

"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: Internationalization of Markets
    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 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 Management and *Executive* Management

2.1. Organizational Analysis and Design
    2.1.1. Organizational Culture
    2.1.2. Organizational 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: Methodology
    2.4.3. Growing and Consolidating the Corporate Strategy
2.5. Strategic Management
    2.5.1. Strategic Mission, Vision, and Values
    2.5.2. 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. Implementing the Strategy: Objectives, Actions, and Impacts
    2.6.2. Strategic Alignment and Supervision
    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

Module 3. People and Talent Management

Module 4. Economic and Financial Management

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 (1)
    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 (2). 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

Module 7. Commercial Management, Marketing, and Corporate Communication

Module 10. Managerial Skills

10.1. Public Speaking and Spokesperson Training
    10.1.1. Interpersonal Communication
    10.1.2. Communication Skills and Influence
    10.1.3. Communication Barriers

10.2. Communication and Leadership
    10.2.1. Leadership and Leadership Styles
    10.2.2. Motivation
    10.2.3. Skills and Abilities of the Leader 2.0

10.3. Personal Branding
    10.3.1. Strategies for Personal Brand Development
    10.3.2. Personal Branding Laws
    10.3.3. Tools for Creating Personal Brands

10.4. Team Management
    10.4.1. Work Teams and Management Meetings
    10.4.2. Managing Change Processes
    10.4.3. Managing Multicultural Teams
    10.4.4. Coaching

10.5. Negotiation and Conflict Resolution
    10.5.1. Effective Negotiation Techniques
    10.5.2. Interpersonal Conflicts
    10.5.3. Intercultural Negotiation

10.6. Emotional Intelligence
    10.6.1. Emotional Intelligence and Communication
    10.6.2. Assertiveness, Empathy, and Active Listening
    10.6.3. Self Esteem and Emotional Language

10.7. Relational Capital: Coworking
    10.7.1. Managing Human Capital
    10.7.2. Performance Analysis
    10.7.3. Managing Equality and Diversity
    10.7.4. Innovation in People Management

10.8. Time Management
    10.8.1. Planning, Organization and Control
    10.8.2. The Methodology of Time Management
    10.8.3. Action Plans
    10.8.4. Tools for Efficient Time Management

Module 11. Ethics and Corporate Social Responsibility

11.1. The Managerial Role and CSR
    11.1.1. Strategic Vision and Corporate Social Responsibility
    11.1.2. Balanced Scorecard
    11.1.3. Systems and Models for Implementing CSR
    11.1.4. Organization of CSR Roles and Responsibilities

11.2. Corporate Responsibility
    11.2.1. Value Creation in an Economy of Intangibles
    11.2.2. CSR: Corporate Commitment
    11.2.3. Social, Environmental, and Economic Impact

11.3. Responsible Finance and Investment
    11.3.1. Sustainability and the CFO's Responsibility
    11.3.2. Transparency in Information
    11.3.3. Finance and Responsible Investment
    11.3.4. Social Economy, Cooperativity and Corporate Social Responsibility

11.4. Business and Environment
    11.4.1. Sustainable Development
    11.4.2. Legislative Development in Environmental Responsibility
    11.4.3. Response of Companies to Environmental Problems
    11.4.4. Waste and Emissions

11.5. Packaging and Environment
    11.5.1. Packaging as a Differentiation Business Strategy
    11.5.2. Encouragement and Communication at the Point of Sale
    11.5.3. Packaging Design and Future Trends

11.6. Responsible Management Systems and Tools
    11.6.1. Social Responsibility Management Systems

Module 14. Managing Aspects of Corporate Communication

Module 15. Communication in Specialized Sectors

Module 16. Marketing and Communication

16.1.   Product Placement and Branded Content

   16.1.1.   Unique Forms of Communication and Brand Placement

   16.1.2.   Concepts, Products and Services in User Friendly Media

16.2.   Digital Media Planning and Contracting

   16.2.1.   Real Time Bidding

   16.2.2.   Integrated Digital Campaign Planning

   16.2.3.   Advertising Investment Control Scorecard

16.3.   Promotional Marketing

   16.3.1.   Consumer Promotions

   16.3.2.   Sales Force, Channel, Point of Sale and Special Promotions

   16.3.3.   Success and Cost Effectiveness of Promotional Actions

16.4.   Planning, Execution and Measurement of SEM Campaigns

   16.4.1.   Search Engine Marketing

   16.4.2.   Conversion of Traffic to Qualified Traffic

   16.4.3.   SEM Project Management

16.5.   Metrics and Results Analysis in Public Digital Campaigns

   16.5.1.   Ad Servers

   16.5.2.   Traditional Metrics in Digital GRPs

   16.5.3.   CrossMedia and Interactions

16.6.   Display Advertising, Rich Media and Viral Publicity

   16.6.1.   Media, Formats and Supports

   16.6.2.   The Conversion Cycle

   16.6.3.   Buzz Marketing and WOM

16.7.   Mobile Marketing, Geo Localization and Internet TV

   16.7.1.   New Mobile Marketing Applications

   16.7.2.   Geo Localization

   16.7.3.   Applications which Integrate Websites, Geotagging and Mobile

16.8.   Advertising Effectiveness

   16.8.1.   Research Techniques and Tracking Campaigns

   16.8.2.   Coverage and Effective Frequency Analysis

   16.8.3.   Notoriety and Time Distribution Patterns of Advertising Pressure

Module 17. Customer Relationship Management

17.1.   CRM and Relational Marketing

   17.1.1.   Business Philosophy or Strategic Orientation

   17.1.2.   Customer Identification and Differentiation

   17.1.3.   The Company and its Stakeholders

   17.1.4.   Clienting

17.2.   Database Marketing and Customer Relationship Management

   17.2.1.   Database Marketing Applications

   17.2.2.   Laws and Regulations

   17.2.3.   Information Sources, Storage, and Processing

17.3.   Consumer Psychology and Behavior

   17.3.1.   The Study of Consumer Behavior

   17.3.2.   Internal and External Consumer Factors

   17.3.3.   Consumer Decision Process

   17.3.4.   Consumerism, Society, Marketing, and Ethics

17.4.   Consumer Centric Marketing

   17.4.1.   Segmentation.

   17.4.2.   Profitability Analysis

   17.4.3.   Customer Loyalty Strategies

17.5.   CRM Management Techniques

   17.5.1.   Direct Marketing

   17.5.2.   Multichannel Integration

   17.5.3.   Viral Marketing

17.6.   Advantages and Risks of Implementing CRM

   17.6.1.   CRM, Sales and Costs

   17.6.2.   Customer Satisfaction and Loyalty

   17.6.3.   Technology Implementation

   17.6.4.   Strategic and Management Errors

Module 18. Communication Strategy in the Digital World

18.1. Web 2.0 or the Social Web

  18.1.1.   Organization in the Age of Conversation

  18.1.2.   Web 2.0 Is All About People

  18.1.3.   Digital Environment and New Communication Formats

18.2. Digital Communication and Reputation

  18.2.1.   Online Reputation Report

  18.2.2.   Netiquette and Good Practices on Social Media

  18.2.3.   Branding and Networking 2.0

18.3. Designing and Planning an Online Reputation Plan

  18.3.1.   Overview of the Main Social Media in Spain

  18.3.2.   Brand Reputation Plan

  18.3.3.   General metrics, ROI, and Social CRM

  18.3.4.   Online Crisis and Reputational SEO

18.4. General, Professional, and MicrobloggingPlatforms

  18.4.1.   Facebook

  18.4.2.   LinkedIn

  18.4.3.   Google+

  18.4.4.   Twitter

18.5. Video, Image, and Mobility Platforms

  18.5.1.   YouTube

  18.5.2.   Instagram

  18.5.3.   Flickr

  18.5.4.   Vimeo

  18.5.5.   Pinterest

18.6. Content and Storytelling Strategy

  18.6.1.   Corporate Blogging

  18.6.2.   Content Marketing Strategy

  18.6.3.   Creating a Content Plan

  18.6.4.   Content Curation Strategy

18.7. Social Media Strategies

  18.7.1.   Corporate PR and Social Media

  18.7.2.   Defining the Strategy to Be Followed in Each Medium

  18.7.3.   Analysis and Evaluation of Results

18.8. Community Management

  18.8.1.   Functions, Duties, and Responsibilities of the Community Manager

  18.8.2.   Social Media Manager

  18.8.3.   Social Media Strategist

18.9. Social Media Plan

  18.9.1.   Designing a Social Media Plan

  18.9.2.   Schedule, Budget, Expectations, and Monitoring

  18.9.3.   Contingency Protocol in Case of Crisis

18.10. Online Monitoring Tools

  18.10.1. Management Tools and Desktop Applications

  18.10.2. Monitoring and Research Tools

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

06
Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning.**
This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.

Discover Relearning, a system that abandons conventional linear learning, to take you through cyclical teaching systems: a way of learning that has proven to be extremely effective, especially in subjects that require memorization"

Case Study to contextualize all content

Our program offers a revolutionary approach to developing skills and knowledge. Our goal is to strengthen skills in a changing, competitive, and highly demanding environment.

> "
>
> *At TECH, you will experience a learning methodology that is shaking the foundations of traditional universities around the world"*

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

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

A learning method that is different and innovative

This TECH program is an intensive educational program, created from scratch, which presents the most demanding challenges and decisions in this field, both nationally and internationally. This methodology promotes personal and professional growth, representing a significant step towards success. The case method, a technique that lays the foundation for this content, ensures that the most current economic, social and professional reality is taken into account.

"

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

The case method has been the most widely used learning system among the world's leading business schools for as long as they have existed. The case method was developed in 1912 so that law students would not only learn the law based on theoretical content. It consisted of presenting students with real-life, complex situations for them to make informed decisions and value judgments on how to resolve them. In 1924, Harvard adopted it as a standard teaching method.

What should a professional do in a given situation? This is the question we face in the case method, an action-oriented learning method. Throughout the program, the studies will be presented with multiple real cases. They will have to combine all their knowledge and research, and argue and defend their ideas and decisions.

Relearning Methodology

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

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

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

At TECH, you will learn using a cutting-edge methodology designed to train the executives of the future. This method, at the forefront of international teaching, is called Relearning.

Our university is the only one in the world authorized to employ this successful method. In 2019, we managed to improve our students' overall satisfaction levels (teaching quality, quality of materials, course structure, objectives...) based on the best online university indicators.

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

In our program, learning is not a linear process, but rather a spiral (learn, unlearn, forget, and re-learn). Therefore, we combine each of these elements concentrically. This methodology has trained more than 650,000 university graduates with unprecedented success in fields as diverse as biochemistry, genetics, surgery, international law, management skills, sports science, philosophy, law, engineering, journalism, history, and financial markets and instruments. All this in a highly demanding environment, where the students have a strong socio-economic profile and an average age of 43.5 years.

Relearning will allow you to learn with less effort and better performance, involving you more in your specialization, developing a critical mindset, defending arguments, and contrasting opinions: a direct equation to success

From the latest scientific evidence in the field of neuroscience, not only do we know how to organize information, ideas, images and memories, but we know that the place and context where we have learned something is fundamental for us to be able to remember it and store it in the hippocampus, to retain it in our long-term memory.

In this way, and in what is called neurocognitive context-dependent e-learning, the different elements in our program are connected to the context where the individual carries out their professional activity.

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

Study Material

All teaching material is produced by the specialists who teach the course, specifically for the course, so that the teaching content is highly specific and precise.

These contents are then applied to the audiovisual format, to create the TECH online working method. All this, with the latest techniques that offer high quality pieces in each and every one of the materials that are made available to the student.

Classes

There is scientific evidence suggesting that observing third-party experts can be useful.

Learning from an Expert strengthens knowledge and memory, and generates confidence in future difficult decisions.

Practicing 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.

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

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

This program will allow you to obtain your **Advanced Master's Degree diploma in Senior Communications 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 Senior Communications Management**

Modality: **online**

Duration: **2 years**

Accreditation: **120 ECTS**

tech global university

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

Advanced Master's Degree in Senior Communications Management

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

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

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

Dr. Pedro Navarro Illana
Rector

Unique TECH Code: AFWORD23S   techtitute.com/certificates

Advanced Master's Degree in Senior Communications Management

General Structure of the Syllabus

Year	Subject	ECTS	Type	Year	Subject	ECTS	Type
1º	Leadership, Ethics, and CSR	7	CO	2º	Managerial Skills	7	CO
1º	Strategic Management and Executive Management	7	CO	2º	Ethics and Corporate Social Responsibility	7	CO
			CO	2º	Corporative Communication, Brand Strategy and Reputation	7	CO
1º	People and Talent Management	7	CO				CO
1º	Economic and Financial Management	7	CO	2º	Strategic Planning in Corporate Communication	6	CO
1º	Operations and Logistics Management	7	CO	2º	Managing Aspects of Corporate Communication	6	CO
1º	Information Systems Management	7	CO				CO
1º	Commercial Management, Marketing, and Corporate Communication	7	CO	2º	Communication in Specialized Sectors	6	CO
			CO	2º	Marketing and Communication	6	CO
1º	Innovation and Project Management	7	CO	2º	Customer Relationship Management	6	CO
1º	Organizations Management	7	CO	2º	Communication Strategy in the Digital World	6	CO

Dr. Pedro Navarro Illana
Rector

tech global university

*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.

tech global university

Advanced Master's Degree
Senior Communications Management

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

Advanced Master's Degree
Senior Communications Management

tech global university