

# Advanced Master's Degree Senior Management of Integrated Corporate Communications





## Advanced Master's Degree Senior Management of Integrated Corporate Communications

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

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

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# 01

# Introduction

This program in Senior Management of Integrated Corporate Communications will give the journalist the keys to successfully manage the communication of a company. Throughout these months of specialization, the student will learn to implement a good communication policy, delving into different areas such as advertising, corporate and digital communication, as well as the management of crisis situations in the company.



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*Advances in new technologies favor the creation of communication channels that make it possible to reach a wider audience immediately”*

Business communication is a fundamental tool to improve the external image of any company and organization. Journalists must know and master the latest techniques in communication management to increase the number of followers and sales of the organization they are part of.

To do so, they must have a deep knowledge of the company's objectives, the organizational environment, as well as the company's surroundings. In addition, they must work on the corporate identity so that it is recognized and well valued, since it is the image that the company wishes to export to its clients, and this must always be positive. All these aspects can only be achieved with a good communication strategy.

One of TECH's social commitments is to help highly qualified professionals specialize and develop their personal, social and work skills during the course of their studies.

We will not only take you through the theoretical knowledge we offer, but we will introduce you to another way of studying and learning, one which is simpler, more organic, and efficient. We will work to keep you motivated and to create in you a passion for learning. And we will push you to think and develop 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. A great value for 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 Management of Integrated Corporate Communications** contains the most complete and up-to-date educational 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 training
- ◆ 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 high-level scientific educational program, supported by advanced technological development and the teaching experience of the best professionals"*

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*An educational program created for professionals who aspire to excellence that will allow you to acquire new skills and strategies in a smooth and effective way”*

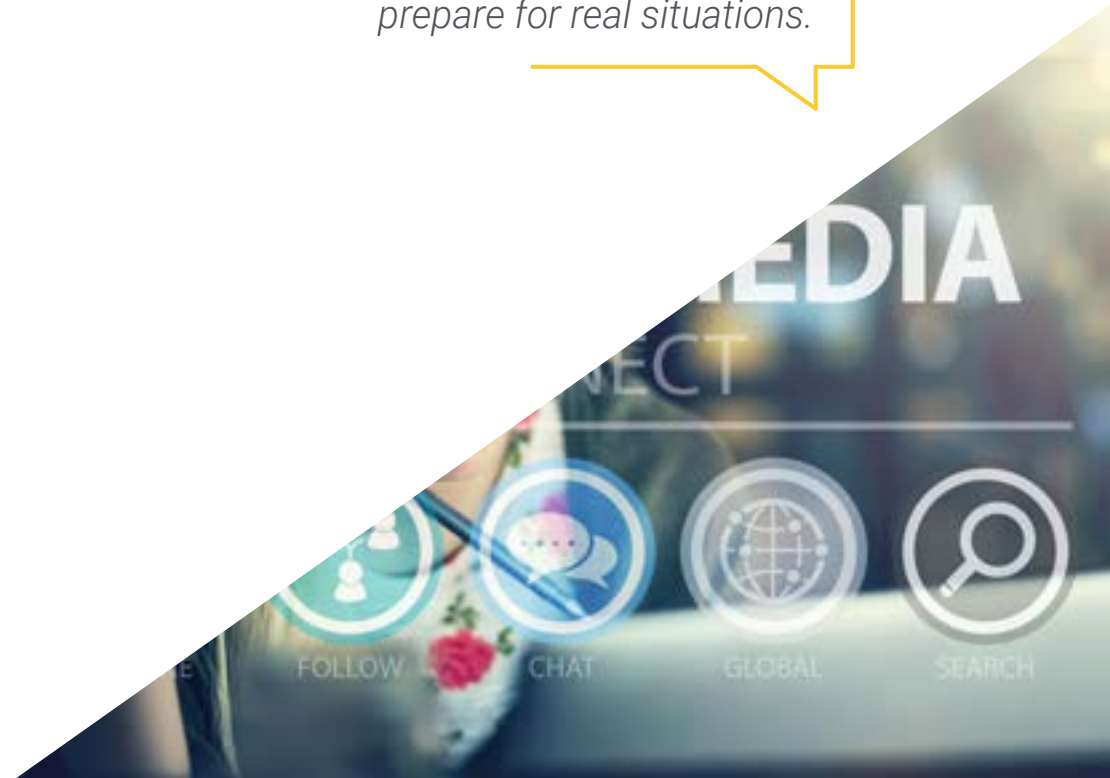
Our teaching staff is made up of working professionals. This way, we ensure that we provide you with up-to-date knowledge, which is what we are aiming for. A multidisciplinary team of qualified and experienced professionals in different environments, who will develop the theoretical knowledge in an efficient way, but, above all, will provide the specialization with the practical knowledge derived from their own experience: one of the differential qualities of this Advanced Master's Degree.

This mastery of the subject is complemented by the effectiveness of the methodological design of this grand master. Developed by a multidisciplinary team of e-learning experts, it integrates the latest advances in educational technology. In this way, you will be able to study with a range of easy-to-use and versatile multimedia tools that will give you the necessary skills you need for your specialization.

The design of this program is based on Problem-Based Learning: an approach that views 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*, you will be able to acquire the knowledge as if you were facing the scenario about which you are currently learning. A concept that will allow you to integrate and fix learning in a more realistic and permanent way.

*Advances in new technologies favor the creation of communication channels that make it possible to reach a wider audience immediately.*

*We have the best teaching methodology and a multitude of simulated cases that will help you prepare for real situations.*



# 02

# Objectives

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







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



## General Objectives

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- ♦ 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

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





## Specific Objectives

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- ◆ Acquire the necessary knowledge to communicate adequately in all areas, channels and networks, using the appropriate languages for each communication style
- ◆ Learn to manage organizational and corporate communications in times of crisis
- ◆ Teach the professional to be able to manage the communication of a company, acquiring the necessary knowledge in each area of the same
- ◆ Learn how to create an adequate advertising campaign using the most advanced digital tools
- ◆ Enable the student to understand the main debates and media events arising from the current situation and how they are generated and disseminated according to communication strategies and interests of all kinds
- ◆ Enable the student to relate advertising and public relations in a coherent manner with other social and human sciences
- ◆ Enable the student to understand the basic concepts and theoretical models of human communication, its elements and characteristics, as well as the role it plays in the psychological processes of advertising and public relations
- ◆ Use information and communication technologies and techniques in the different combined and interactive media or media systems
- ◆ Take advantage of computer systems and resources in the field of advertising and public relations, as well as their interactive applications
- ◆ Understand the importance of the Internet in the search and management of information in the field of advertising and public relations, in its application to specific cases
- ◆ Train the student to have the ability to analyze, process, interpret, elaborate and structure digital communication
- ◆ Enable the student to analyze and optimize the use of new communication channels and strategies of digital media by the advertising and public relations professional

- ◆ Enable the student to relate advertising and public relations in a coherent manner with other social and human sciences
- ◆ Encourage creativity and persuasion through different supports and different means of communication
- ◆ Prepare the student to learn the significant and appropriate tools for the study of advertising and public relations
- ◆ Enable the student to act as an advertising and public relations professional in accordance with the legal and ethical standards of the profession
- ◆ Understand the communication department within businesses and institutions
- ◆ Be able to apply the necessary techniques for the management of a communication department within companies and institutions
- ◆ Identify multiple expressions, phenomena and processes of public opinion
- ◆ Know how to define the framework of action of the large media groups and their concentration processes
- ◆ Know how to express oneself fluently and effectively in oral and written communication, taking advantage of the most appropriate linguistic and literary resources
- ◆ Identify similarities and differences between the oral code and the written code
- ◆ Know and master the strategies of coherence, cohesion and adequacy in the elaboration of texts
- ◆ Recognize the different phases of the writing process
- ◆ Know how to discriminate the main structural and linguistic properties of the different textual models
- ◆ Know how to write texts based on the structural and linguistic conventions of each textual typology, as well as respecting the basic textual properties and linguistic correctness
- ◆ Have the ability to analyze, process, interpret, elaborate and structure digital communication
- ◆ Enable the student to analyze and optimize the use of new communication channels and strategies of digital media by the advertising and public relations professional
- ◆ Understand the importance of social media and e-mobile as a support and commercial revolution and use these tools to achieve advertising and public relations objectives
- ◆ Know how to act as an advertising and public relations professional in accordance with the legal and ethical rules of the profession
- ◆ Develop strategies for brand and corporate reputation management as strategic resources for differentiation, legitimacy and business excellence
- ◆ 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
- ◆ Define the latest trends developments in business management
- ◆ Develop the ability to detect, analyze and solve and problem solving
- ◆ Knowhow to identify the company's environment and target audiences
- ◆ Know how to manage your company's reputation



- ◆ Know how to identify the audiences of the media
- ◆ Know all the available platforms to promote their media
- ◆ Know how to apply creative processes in the field of communication, especially in the field of advertising and public relations
- ◆ Recognize the elements, forms and processes of advertising languages and other forms of persuasive communication
- ◆ Recognize the structure and transformation of today's society as it relates to the elements, forms and processes of advertising and public relations communication
- ◆ Encouraging creativity and persuasion through different media and communication media
- ◆ Assume the role of a creative editor within an advertising agency or advertising department in a company or institution
- ◆ Have the ability to carry out the role of a creative editor within an advertising agency or advertising department in a company or institution
- ◆ Understand the nature and communicative potential of images and graphic design

# 03 Skills

Once all the contents have been studied and the objectives of the Advanced Master's Degree in Senior Management of Integrated Corporate Communications have been achieved, the professional will have superior competence and performance in this field. A very complete approach, in a high-level Advanced Master's Degree, which makes the difference.





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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

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- ♦ Define the company's communication keys
- ♦ Perform a correct follow-up of the organization's communication processes and channels
- ♦ Analysis and monitoring of corporate communication, both internal and external

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







## Specific Skills

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- ◆ Perform appropriate communication advertising using the most advanced digital tools
- ◆ Apply creative processes to the field of communication, especially in the field of advertising and public relations
- ◆ Implement integral communication plans
- ◆ Apply the necessary techniques for managing a communication department within different companies and institutions
- ◆ Elaborate texts based on the structural and linguistic conventions of each textual typology
- ◆ Use social networks and e-mobile as a support and commercial revolution and use these tools to achieve advertising and public relations objectives
- ◆ Identify the company environment and their target audience
- ◆ Manage the company's reputation
- ◆ Identify media communication audiences

04

# 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.



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

## International Guest Director

Doctor Eric Nyquist is an outstanding professional in the **international sports field**, who has built an impressive career, standing out for his **strategic leadership** and his ability to drive change and **innovation** in top-level sports organizations.

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

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

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



## Dr. Nyquist, Eric

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

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

## 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”*

# 05

# Structure and Content

The contents of this 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 necessary skills to become true experts in this field. The content of this Advanced Master's Degree 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.





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*Through a very well compartmentalized development, you will be able to access the most advanced knowledge of the moment in Business Communication"*

## Module 1. Introduction. Communication Science as a Social Science

- 1.1. Introduction: The Study of Communication as a Social Science
  - 1.1.1. Knowledge
  - 1.1.2. The Scientific Method
  - 1.1.3. Common Concepts in Scientific Research
- 1.2. Elements of Communication. Scientific Fields of Social Communication
  - 1.2.1. Empirical Research on Communicative Phenomena
  - 1.2.2. Communication Concept
  - 1.2.3. Scientific Fields of Communication
- 1.3. Trajectories of Research in Social Communications
  - 1.3.1. The Origins of the Study of Communication
  - 1.3.2. The Modern Period: The Split Between the Theory of Argumentation and the Art of Pronunciation
  - 1.3.3. The 20th Century: The Rhetoric of the Mass Media
- 1.4. Communicative Behavior
  - 1.4.1. An Outline of the Concept of Communicative Behavior
  - 1.4.2. Animal Ethology and the Study of Human Communication
  - 1.4.3. The Biological Background of Communication
  - 1.4.4. Intrapersonal Communication
  - 1.4.5. Patterns of Communicative Behavior
  - 1.4.6. The Study of Non-Verbal Communicative Behavior
- 1.5. The Communicative Transaction
  - 1.5.1. Symbolic Exchange and Human Culture
  - 1.5.2. Transactional Analysis
  - 1.5.3. Conciliatory Analysis
- 1.6. Identity, Self-Concept and Communication
  - 1.6.1. Transactional Micropolitics and Self-Concept: Interaction as Negotiation of Identities
  - 1.6.2. The Presentation of Oneself in Everyday Rituals
  - 1.6.3. The Construction of the Self-Concept and its Expression
  - 1.6.4. Self-Concept Motivated to Interact
  - 1.6.5. Conversational Pragmatics

- 1.7. Communication in Groups and Organizations
  - 1.7.1. The Social Group
  - 1.7.2. Social Networks, Sociometry and Intra- and Intergroup Communication
  - 1.7.3. Units and Levels of Analysis of Group Communication
  - 1.7.4. The Theory of Diffusion of Innovations
- 1.7.4. Communication in Organizations
- 1.8. Media Communication (I) Theories on the Powerful Effects of the Media
  - 1.8.1. Media Communication
  - 1.8.2. Characteristics of the Media and its Messages
  - 1.8.3. The Powerful Effects of the Mass Media
- 1.9. Media Communication (II) Limited Effects
  - 1.9.1. General Approach to the Relative Safety of the Media
  - 1.9.2. Selective Processing
  - 1.9.3. The Uses and Gratifications of Mass Communications
- 1.10. Computerized Communication and Virtual Reality as Emerging Objects of Study
  - 1.10.1. Computer-Mediated Communication: The Problem of its Theoretical Integration
  - 1.10.2. Progress Towards the Consolidation of a Theoretical Corpus of Computer-mediated Communication

## Module 2. Introduction to the Theories of Communication

- 2.1. History of Psychology
  - 2.1.1. We Begin with the Study of Psychology
  - 2.1.2. Science in Evolution. Historical and Paradigmatic Changes
  - 2.1.3. Paradigms and Stages in Psychology
  - 2.1.4. Cognitive Science
- 2.2. Introduction to Social Psychology
  - 2.2.1. Beginning with the Study of Social Psychology: The Influence of Social Psychology
  - 2.2.2. Empathy, Altruism and Helping Behavior
- 2.3. Social Cognition: The Processing of Social Information
  - 2.3.1. Thinking and Knowing, Vital Necessities
  - 2.3.2. Social Cognition
  - 2.3.3. Organizing Information
  - 2.3.4. Prototypical or Categorical Thinking
  - 2.3.5. The Mistakes We Make in Thinking: Inferential Biases
  - 2.3.6. Automatic Information Processing



- 2.4. Personality Psychology
  - 2.4.1. What is the Self? Identity and Personality
  - 2.4.2. Self-Awareness
  - 2.4.3. Self-Esteem
  - 2.4.4. Self-Knowledge
  - 2.4.5. Interpersonal Variables in Personality Shaping
  - 2.4.6. Macro-Social Variables in the Configuration of Personality
- 2.5. Emotions
  - 2.5.1. What do we Talk about When we Get Excited?
  - 2.5.2. The Nature of Emotions
  - 2.5.3. Emotions and Personality
  - 2.5.4. From another Perspective. Social Emotions
- 2.6. Psychology of Communication, Persuasion and Attitude Change
  - 2.6.1. Introduction to the Psychology of Communication
  - 2.6.2. Attitudes
  - 2.6.3. Historical Models in the Study of Persuasive Communication
  - 2.6.4. The Elaboration Probability Model (ELM)
  - 2.6.5. Communication Processes through the Media
- 2.7. The Sender
  - 2.7.1. The Source of Persuasive Communication
  - 2.7.2. Source Characteristics. Credibility
  - 2.7.3. Source Characteristics. The Appeal
  - 2.7.4. Emitter Characteristics. The Power
  - 2.7.5. Processes in Persuasive Communication. Mechanisms Based on Primary Cognition
- 2.8. The Message
  - 2.8.1. We Begin by Studying the Composition of the Message
  - 2.8.2. Types of Messages: Rational vs. Emotional Messages
  - 2.8.3. Emotional Messaging and Communication: Fear Inducing Messages
  - 2.8.4. Rational Messages and Communication
- 2.9. The Receiver
  - 2.9.1. The Role of the Recipient according to the Elaboration Probability Model
  - 2.9.2. Recipient Needs and Motives: Their Impact on Attitude Change

- 2.10. New Perspectives in the Study of Communication
  - 2.10.1. Subconscious Processing of Information. Automatic Processes
  - 2.10.2. Measuring Automatic Processes in Communication
  - 2.10.3. First Steps in the New Paradigms
  - 2.10.4. Theories of Dual Processing Systems

### Module 3. Fundamentals of Communication in the Digital Environment

- 3.1. 360° Communication
  - 3.1.1. Introduction
  - 3.1.2. What is 360° Communication?
  - 3.1.3. Consumer Insights
  - 3.1.4. Conventional and Non-Conventional Media
  - 3.1.5. Communicate, Always Communicate
  - 3.1.6. Business Case: Drink Fanta
- 3.2. Online Advertising Techniques and Web Presence
  - 3.2.1. Introduction
  - 3.2.2. Online Programs
  - 3.2.3. E-Mail Marketing
  - 3.2.4. The Corporate Website
- 3.3. Social Communication in the Network
  - 3.3.1. Introduction
  - 3.3.2. Blogs and the Blogosphere
  - 3.3.3. Types of Blogs
  - 3.3.4. Microblogs or Nanoblogs
  - 3.3.5. Social media
  - 3.3.6. Web 3.0
  - 3.3.7. Business Case: Johnnie Walker
- 3.4. Viral Communication and Buzz Marketing
  - 3.4.1. Introduction
  - 3.4.2. Word Of Mouth (WOM) Communication
  - 3.4.3. Techniques Based on Word-of-Mouth Communication
  - 3.4.4. Ways to Generate Word-of-Mouth Communication
  - 3.4.5. Sub-Viral Marketing
  - 3.4.6. Prankvertising
  - 3.4.7. Buzz Marketing
  - 3.4.8. Aspects to Take into Account When Carrying Out a Buzz Marketing or Viral Communication Campaign
  - 3.4.9. Business Case: Campofrío or the art of Making a Campaign Become a Viral Hit
- 3.5. Communication Techniques on Mobile Devices
  - 3.5.1. Introduction
  - 3.5.2. Internet in your Pocket
  - 3.5.3. Tablet: Touch Revolution
  - 3.5.4. Messaging as a Communication Tool
  - 3.5.5. Proximity Marketing
  - 3.5.6. Play and Communicate
  - 3.5.7. The Multiscreen Phenomenon and Other Forms of Mobile Communication
  - 3.5.8. The Present of Mobile Communication: Location Based Advertising
  - 3.5.9. Augmented Reality: Fiction or Reality?
- 3.6. New Trends in Internal Communication
  - 3.6.1. Introduction
  - 3.6.2. The New Challenges of Internal Communication: Multidirectional Interaction and Collaborative Work
  - 3.6.3. Internal Communication A Tool with a High Strategic Value for the Company
  - 3.6.4. Recruitment Through Social Networks
  - 3.6.5. Social Networks as Engagement Drivers
  - 3.6.6. Business Case: Dell Be The Reason
- 3.7. Communication and Content Marketing
  - 3.7.1. Introduction
  - 3.7.2. What is Content Marketing?
  - 3.7.3. Branded Content
  - 3.7.4. Inbound Marketing
  - 3.7.5. Native Publicity
  - 3.7.6. Storytelling and Transmedia Storytelling
  - 3.7.7. Business Case: Coca-Cola and Content Marketing

- 3.8. The Importance of Advergaming as an Advertising Tool
  - 3.8.1. Introduction: The Video Game Market
  - 3.8.2. What is Advergaming? Delimitation with Respect to Related Figures: In Game Advertising
  - 3.8.3. Evolution of Advergaming
  - 3.8.4. Advergaming as an Advertising Tool
  - 3.8.5. Case Study Magnum Pleasure Hunt
- 3.9. Big Data and Communication
  - 3.9.1. Introduction
  - 3.9.2. What is Big Data?
  - 3.9.3. How Do You Create Value with Big Data?
  - 3.9.4. Big Data Analyst Profile
  - 3.9.5. Big Data Techniques
  - 3.9.6. Business Case: Netflix
- 3.10. Emerging Trends in Communication
  - 3.10.1. Introduction
  - 3.10.2. Tryverstising: Product Testing in Real-Life Situations
  - 3.10.3. Advertorial: The Advertisement that Simulates an Editorial Content
  - 3.10.4. Artvertising: Art in Advertisements
  - 3.10.5. Radical Marketing: The Evolution of Guerrilla Marketing
  - 3.10.6. Engagement Marketing
  - 3.10.7. Advertainment: Entertainment Advertising
  - 3.10.8. Ambush Marketing: Ambush Marketing or Parasitic
  - 3.10.9. Business Case: Advertainment and Fashion Films
  - 3.10.10. Evolution of the Theory of Uses and Gratifications
  - 3.10.11. Virtual Reality as an Emerging Object of Study

## Module 4. Written Communication

- 4.1. Oral and Written Communication
  - 4.1.1. Introduction
  - 4.1.2. Oral and Written Codes
  - 4.1.3. The Text and its Linguistics
  - 4.1.4. The Text and its Properties: Coherence and Cohesion
- 4.2. Planning or Prewriting
  - 4.2.1. Introduction
  - 4.2.2. Writing Processes
  - 4.2.3. Planning
  - 4.2.4. Documentation
- 4.3. The Act of Writing
  - 4.3.1. Introduction
  - 4.3.2. Style
  - 4.3.3. Lexicon
  - 4.3.4. Sentence
  - 4.3.5. Paragraph
  - 4.3.6. Connectors
- 4.4. Rewriting
  - 4.4.1. Introduction
  - 4.4.2. The Review
  - 4.4.3. How to Use the Computer to Improve the Text
- 4.5. Spelling and Grammar Issues
  - 4.5.1. Introduction
  - 4.5.2. Most Common Accentuation Problems
  - 4.5.3. Capitalization
  - 4.5.4. Punctuation Marks
  - 4.5.5. Abbreviations and Acronyms
  - 4.5.6. Other Signs

- 4.6. Textual Models: The Description
  - 4.6.1. Introduction
  - 4.6.2. Definition
  - 4.6.3. Types of Description
  - 4.6.4. Description Types
  - 4.6.5. Techniques
  - 4.6.6. Linguistic Elements
- 4.7. Textual Models: Narration
  - 4.7.1. Introduction
  - 4.7.2. Definition
  - 4.7.3. Features
  - 4.7.4. Elements: Action, Characters, Complication and Moral
  - 4.7.5. The Narrator
  - 4.7.6. Linguistic Elements
- 4.8. Textual Models: The Exposition and the Epistolary Genre
  - 4.8.1. Introduction
  - 4.8.2. The Exposition
  - 4.8.3. The Epistolary Genre
- 4.9. Textual Models: Argumentation
  - 4.9.1. Introduction
  - 4.9.2. What is Argumentation?
  - 4.9.3. Elements and Structure of Argumentation
  - 4.9.4. Types of Arguments
  - 4.9.5. Fallacies
  - 4.9.6. Structure
  - 4.9.7. Linguistic Features
- 4.10. Academic Writing
  - 4.10.1. Introduction
  - 4.10.2. Scientific Work
  - 4.10.3. Summary
  - 4.10.4. The Review
  - 4.10.5. The Trial
  - 4.10.6. Appointments
  - 4.10.7. Writing on the Internet

## Module 5. Structure of the Communication

- 5.1. Theory, Concept and Method of the Communication Structure
  - 5.1.1. Autonomy of the Discipline and Relationships with other Subjects
  - 5.1.2. The Structuralist Method
  - 5.1.3. Definition and Purpose of the «Communication Structure»
  - 5.1.4. Guide to the Analysis of Communication Structure
- 5.2. New International Communication Order
  - 5.2.1. Control and Ownership of Communication
  - 5.2.2. Communication Marketing
  - 5.2.3. Cultural Dimension of Communication
- 5.3. Major Information Agencies
  - 5.3.1. What is an Information Agency?
  - 5.3.2. Information and News Importance of the Journalist
  - 5.3.3. Before the Internet, the Great Unknowns
  - 5.3.4. A Globalized Map From Local to Transnational
  - 5.3.5. News Agencies Can Be Seen Thanks to the Internet
  - 5.3.6. The World's Major Agencies
- 5.4. The Advertising Industry and its Relationship with the Media System
  - 5.4.1. Advertising Industry, Consciousness Industries
  - 5.4.2. The Need of Advertising for the Media
  - 5.4.3. Structure of the Advertising Industry
  - 5.4.4. The Media and its Relationship with the Advertising Industry
  - 5.4.5. Advertising Regulation and Ethics
- 5.5. Cinema and the Culture and Leisure Market
  - 5.5.1. Introduction
  - 5.5.2. The Complex Nature of Cinema
  - 5.5.3. The Origin of the Industry
  - 5.5.4. Hollywood, the Film Capital of the World
  - 5.5.5. The Power of Hollywood
  - 5.5.6. From the Golden Hollywood Oscars to the Photocall of New Platforms.
  - 5.5.7. New Displays

- 5.6. Political Power and the Media
  - 5.6.1. Influence of the Media in the Formation of Society
  - 5.6.2. Media and Political Power
  - 5.6.3. Manipulation and (Political) Power
- 5.7. Media Concentration and Communication Policies
  - 5.7.1. Theoretical Approach to External Growth Processes
  - 5.7.2. Competition and Communication Policies in the European Union
- 5.8. Communication Structure in Latin America.
  - 5.8.1. Introduction
  - 5.8.2. Historical Approach
  - 5.8.3. Bipolarity of the Latin American Media System
  - 5.8.4. U.S. Hispanic Media
- 5.9. A Prospective of the Structure of Communication and Journalism
  - 5.9.1. Digitalization and the New Media Structure
  - 5.9.2. The Structure of Communication in Democratic Countries

## Module 6. Introduction to the Psychology of Communication

- 6.1. History of Psychology
  - 6.1.1. We Begin with the Study of Psychology
  - 6.1.2. Science in Evolution. Historical and Paradigmatic Changes
  - 6.1.3. Paradigms and Stages in Psychology
  - 6.1.4. Cognitive Science
- 6.2. Introduction to Social Psychology
  - 6.2.1. Beginning with the Study of Social Psychology: The Influence of Social Psychology
  - 6.2.2. Empathy, Altruism and Helping Behavior
- 6.3. Social Cognition: the Processing of Social Information
  - 6.3.1. Thinking and Knowing, Vital Necessities
  - 6.3.2. Social Cognition
  - 6.3.3. Organizing Information
  - 6.3.4. Prototypical or Categorical Thinking
  - 6.3.5. The Mistakes We Make in Thinking: Inferential Biases
  - 6.3.6. Automatic Information Processing
- 6.4. Personality Psychology
  - 6.4.1. What is the Self? Identity and Personality
  - 6.4.2. Self-Awareness
  - 6.4.3. Self-Esteem
  - 6.4.4. Self-Knowledge
  - 6.4.5. Interpersonal Variables in Personality Shaping
  - 6.4.6. Macro-social Variables in the Configuration of Personality
- 6.5. Emotions
  - 6.5.1. What do we Talk about When we Get Excited?
  - 6.5.2. The Nature of Emotions
  - 6.5.3. Emotions and Personality
  - 6.5.4. From another Perspective. Social Emotions
- 6.6. Psychology of Communication. Persuasion and Attitude Change
  - 6.6.1. Introduction to the Psychology of Communication
  - 6.6.2. Attitudes
  - 6.6.3. Historical Models in the Study of Persuasive Communication
  - 6.6.4. The Elaboration Probability Model (elm)
  - 6.6.5. Communication Processes through the Media
- 6.7. The Sender
  - 6.7.1. The Source of Persuasive Communication
  - 6.7.2. Source Characteristics. Credibility
  - 6.7.3. Source Characteristics. The Appeal
  - 6.7.4. Emitter Characteristics. The Power
  - 6.7.5. Processes in Persuasive Communication. Mechanisms Based on Primary Cognition
- 6.8. The Message
  - 6.8.1. We Begin by Studying the Composition of the Message
  - 6.8.2. Types of Messages: Rational vs. Emotional Messages
  - 6.8.3. Emotional Messaging and Communication: Fear Inducing Messages
  - 6.8.4. Rational Messages and Communication

- 6.9. The Receiver
  - 6.9.1. The Role of the Recipient according to the Elaboration Probability Model
  - 6.9.2. Recipient Needs and Motives: Their Impact on Attitude Change
- 6.10. New Perspectives in the Study of Communication
  - 6.10.1. Subconscious Processing of Information. Automatic Processes
  - 6.10.2. Measuring Automatic Processes in Communication
  - 6.10.3. First Steps in the New Paradigms
  - 6.10.4. Theories of Dual Processing Systems

## Module 7. Business Strategy

- 7.1. Strategic Management
  - 7.1.1. The Concept of Strategy
  - 7.1.2. The Process of Strategic Management
  - 7.1.3. Approaches in Strategic Management
- 7.2. Planning and Strategy
  - 7.2.1. The Plan in a Strategy
  - 7.2.2. Strategic Positioning
  - 7.2.3. Strategy in Companies
  - 7.2.4. Planning
- 7.3. Strategy Implementation
  - 7.3.1. Indicator Systems and Process Approach
  - 7.3.2. Strategic Map
  - 7.3.3. Differentiation and Alignment
- 7.4. Corporate Strategy
  - 7.4.1. The Concept of Corporate Strategy
  - 7.4.2. Types of Corporate Strategies
  - 7.4.3. Corporate Strategy Definition Tools
- 7.5. Digital Strategy
  - 7.5.1. Technology Strategy and its Impact on Digital Innovation
  - 7.5.2. Strategic Planning of Information Technologies
  - 7.5.3. Strategy and The Internet

- 7.6. Corporate Strategy and Technology Strategy
  - 7.6.1. Creating Value for Customers and Shareholders
  - 7.6.2. Strategic IS/IT Decisions
  - 7.6.3. Corporate Strategy vs Technology and Digital Strategy
- 7.7. Competitive Strategy
  - 7.7.1. The Concept of Competitive Strategy
  - 7.7.2. The Competitive Advantage
  - 7.7.3. Choosing a Competitive Strategy
  - 7.7.4. Strategies based on the Strategic Clock Model
  - 7.7.5. Types of Strategies according to the Industrial Sector Life Cycle
- 7.8. Marketing Strategy Dimensions
  - 7.8.1. Marketing Strategies
  - 7.8.2. Types of Marketing Strategies
- 7.9. Sales Strategy
  - 7.9.1. Sales Methods
  - 7.9.2. Acquisition Strategies
  - 7.9.3. Service Strategies
- 7.10. Social Business
  - 7.10.1. Web 2.0 Strategic Vision and its Challenges
  - 7.10.2. Convergence Opportunities and ICT Trends
  - 7.10.3. How to Monetize Web 2.0 and Social Media
  - 7.10.4. Mobility and Digital Business

## Module 8. Corporative Communication, Brand Strategy and Reputation

- 8.1. Corporate Identity and Strategic Vision
  - 8.1.1. Identity and Redefining Business Values
  - 8.1.2. Corporate Business Culture
  - 8.1.3. Communication Department Challenges
  - 8.1.4. Public Image and Projection
- 8.2. Corporate Brand Strategy
  - 8.2.1. Public Image and Stakeholders
  - 8.2.2. Corporate Branding Strategy and Management
  - 8.2.3. Corporate Communication Strategy in Line with Brand Identity



- 8.3. Reputation Theory
  - 8.3.1. Reputation as a Paradigm of a Good Company
  - 8.3.2. The Concept of Corporate Reputation
  - 8.3.3. Internal Reputation
  - 8.3.4. Influence of Internationalization on Corporative Reputation
- 8.4. Reputation Evaluation
  - 8.4.1. Corporative Reputation Audit
  - 8.4.2. Listed Companies Reputation Monitor
  - 8.4.3. Reputational Good Governance Index
  - 8.4.4. Analysis of Sectorial Reputation
- 8.5. Reputation Management
  - 8.5.1. Corporative Reputation Management
  - 8.5.2. Focus on Brand Reputation
  - 8.5.3. Leadership Reputation Management
- 8.6. Reputation Risk and Crisis Management
  - 8.6.1. Listening to and Managing Feedback
  - 8.6.2. Procedures, Crisis Manual and Contingency Plans
  - 8.6.3. Spokesperson Training in Emergency Situations
- 8.7. Ethical Sustainability
  - 8.7.1. Sustainable Criteria and Strategies
  - 8.7.2. Communication Campaigns with Sustainability Criteria
  - 8.7.3. Sustainable Brand Positioning and Image
- 8.8. Brand Metrics and Analysis and Reputation
  - 8.8.1. Introduction to the Metrics of Corporative Branding
  - 8.8.2. Internal and External Measurement Indexes
  - 8.8.3. Brand Management Tools
  - 8.8.4. Brand Assessment and Ranking

## Module 9. Strategic Planning in Corporate Communication

- 9.1. Strategic Planner
  - 9.1.1. Strategic Planner: Origins and Functions
  - 9.1.2. The Strategic Planner in Public Businesses, Strategic Consultancies and Communication Companies
  - 9.1.3. Stakeholders Management
- 9.2. Planning Models and Schools
  - 9.2.1. Models for Intangibles Management
  - 9.2.2. Intangibles and Strategic Plans
  - 9.2.3. Evaluation of Intangibles
  - 9.2.4. Reputation and Intangibles
- 9.3. Qualitative Research in Strategic Planning
  - 9.3.1. Insight Detection
  - 9.3.2. Focus Groups for Strategic Planning
  - 9.3.3. Planning of Strategic Interviews
- 9.4. Quantitative Research in Strategic Planning
  - 9.4.1. Data Analysis and Drawing Conclusions
  - 9.4.2. Use of Psychometric Techniques
  - 9.4.3. Challenges of Applied Research in Business Communication
- 9.5. Creative Strategy Formulation
  - 9.5.1. Explore Alternative Strategies
  - 9.5.2. Counter Briefing or Creative Briefing
  - 9.5.3. Branding and Positioning
- 9.6. Strategic Use of Different Media
  - 9.6.1. 360° Campaigns
  - 9.6.2. Launching of New Products
  - 9.6.3. Social Trends
  - 9.6.4. Evaluation of Effectiveness
- 9.7. Trends in Business Communication
  - 9.7.1. Generation and Distribution of Corporate Content.
  - 9.7.2. Business Communication on the Web 2.0.
  - 9.7.3. Implementation of Metrics in the Communication Process.

- 9.8. Sponsorship and Patronage
  - 9.8.1. Sponsorship, Patronage and Social Advertising Action Strategies
  - 9.8.2. Communication Opportunities and Tangible and Intangible Returns.
  - 9.8.3. Hospitality and Collaboration Actions

## Module 10. Managing Aspects of Corporate Communication

- 10.1. Communication in Organizations
  - 10.1.1. Organizations, People and Society.
  - 10.1.2. Historical Evolution of Organizational Behavior.
  - 10.1.3. Bidirectional Communication
  - 10.1.4. Communication Barriers.
- 10.2. Structure, Control and Challenges in Communication Management
  - 10.2.1. Departmental Structure in Communication Management
  - 10.2.2. Current Trends in Management Models
  - 10.2.3. Integration of Intangibles
  - 10.2.4. Communication Department Challenges
- 10.3. Integral Communication Plans
  - 10.3.1. Audit and Diagnosis
  - 10.3.2. Elaboration of Communication Plan
  - 10.3.3. Measuring Results: KPIs and ROI
- 10.4. Effects of the Media
  - 10.4.1. Efficiency of Commercial and Advertising Communication.
  - 10.4.2. Theories on the Effects of the Media
  - 10.4.3. Social and Co-creation Models
- 10.5. Press Offices and Their Relationship with Communication Media
  - 10.5.1. Identifying Opportunities and Information Needs.
  - 10.5.2. Management of Reports and Spokesperson Interviews.
  - 10.5.3. Virtual Press Room and e-Communication
  - 10.5.4. Buying Advertising Spaces
- 10.6. Public Relations
  - 10.6.1. PR Strategy and Practice
  - 10.6.2. Protocol and Ceremonial Rules
  - 10.6.3. Event Organization and Creative Management

- 10.7. Lobbies and Pressure Groups
  - 10.7.1. Opinion Groups and their Actions in Businesses and Institutions.
  - 10.7.2. Institutional Relations and Lobbying
  - 10.7.3. Areas of Intervention, Regulatory Instruments, Diffusion Strategies and Media.
- 10.8. Internal Communication
  - 10.8.1. Motivational Programs, Social Action, Participation and Training with HR
  - 10.8.2. Internal Communication Support and Tools.
  - 10.8.3. Internal Communication Plan
- 10.9. Branding & Naming
  - 10.9.1. Brand Management and Coordination in Launching of New Products
  - 10.9.2. Brand Repositioning
- 10.10. Audience Forecasting and Data Sources
  - 10.10.1. Measurement Units and Audience Profiles
  - 10.10.2. Affinity, Sharing, Rating and GrPs
  - 10.10.3. Current Suppliers in the Advertising Market

## Module 11. Communication in Specialized Sectors

- 11.1. Financial Communication
  - 11.1.1. Value of Intangibles
  - 11.1.2. Financial Communication in Listed Companies
  - 11.1.3. The Issuers of the Financial Communication
  - 11.1.4. Public Objective in Financial Operations
- 11.2. Political and Electoral Communication
  - 11.2.1. Image in Political and Electoral Campaigns
  - 11.2.2. Political Advertising
  - 11.2.3. Political and Electoral Communication Plan
  - 11.2.4. Electoral Communication Audits
- 11.3. Communication and Health
  - 11.3.1. Journalism and Health Information
  - 11.3.2. Interpersonal and Group Communication in the Field of Health
  - 11.3.3. Communication Risk and Communicative Management in a Health Crisis

- 11.4. Digital Culture and Hypermedia Museography
  - 11.4.1. Production and Diffusion of Art in the Digital Era
  - 11.4.2. Cultural Spaces as a Paradigm of Hypermedia and Transmedia Convergences
  - 11.4.3. Constructive Participation in the Digital Culture
- 11.5. Communication at the Forefront of Public Organizations
  - 11.5.1. Communication in the Public Sector
  - 11.5.2. Strategy and Creation in Public Organization Communications
  - 11.5.3. Intangible Assets in the Public Sector
  - 11.5.4. Information Policy of Public Organizations
- 11.6. Communications in Non-Profit Organizations
  - 11.6.1. NPO and Relationship with Government Agencies
  - 11.6.2. Corporative Reputation in Non-Profit Organizations
  - 11.6.3. Diagnosis, Evaluation and Development in Communication Plans for These Types of Organizations
  - 11.6.4. Different Figures and Communication Media

## Module 12. Marketing and Communication

- 12.1. Product Placement y Branded Content
  - 12.1.1. Unique Forms of Communication and Brand Placement
  - 12.1.2. Concepts, Products and Services in User-Friendly Media
- 12.2. Digital Media Planning and Contracting
  - 12.2.1. Real Time Bidding
  - 12.2.2. Integrated Digital Campaign Planning
  - 12.2.3. Advertising Investment Control Scorecard
- 12.3. Promotional Marketing
  - 12.3.1. Consumer Promotions
  - 12.3.2. Sales Force, Channel, Point of Sale and Special Promotions
  - 12.3.3. Success and Cost-Effectiveness of Promotional Actions
- 12.4. Planning, Execution and Measurement of SEM Campaigns
  - 12.4.1. Search Engine Marketing
  - 12.4.2. Conversion of Traffic to Qualified Traffic
  - 12.4.3. SEM Project Management

- 12.5. Metrics and Results Analysis in Public Digital Campaigns
  - 12.5.1. Adservers
  - 12.5.2. Traditional Metrics in Digital GRPs
  - 12.5.3. CrossMedia and Interactions
- 12.6. Display Advertising, Rich Media and Viral Publicity
  - 12.6.1. Media, Formats and Supports
  - 12.6.2. The Conversion Cycle
  - 12.6.3. Buzz Marketing and WOM
- 12.7. Mobile Marketing, Geo-localization and Internet TV
  - 12.7.1. New Mobile Marketing Applications
  - 12.7.2. Geo-localization
  - 12.7.3. Applications which Integrate Websites, Geotagging and Mobile.
- 12.8. Advertising Effectiveness
  - 12.8.1. Research Techniques and Tracking Campaigns.
  - 12.8.2. Coverage and Effective Frequency Analysis
  - 12.8.3. Notoriety and Time Distribution Patterns of Advertising Pressure.

## Module 13. Communication Company Management

- 13.1. The Industries of Communication
  - 13.1.1. Mediamorphosis
  - 13.1.2. Digital Transformation
  - 13.1.3. Cybermedia
- 13.2. Legal and Economic Structure of Communication Enterprises
  - 13.2.1. Individual Entrepreneur
  - 13.2.2. Trading Companies
  - 13.2.3. Media Conglomerates
- 13.3. Structure, Administration and Challenges of Management
  - 13.3.1. Departmental Structure in Communication Management.
  - 13.3.2. Current Trends in Management Models
  - 13.3.3. Integration of Intangibles
  - 13.3.4. Communication Department Challenges
- 13.4. Strategic Analysis and Competitiveness Factors
  - 13.4.1. Analysis of the Competitive Environment
  - 13.4.2. Competitiveness Determinants

- 13.5. Business Ethics
  - 13.5.1. Ethical Behavior in Companies
  - 13.5.2. Deontology and Ethical Codes
  - 13.5.3. Fraud and Conflicts of Interest
- 13.6. The Importance of Marketing in Communication Companies
  - 13.6.1. Marketing Strategies in Traditional Media
  - 13.6.2. Impact of Social Networks on the Media Agenda
- 13.7. Strategic Thinking and Systems
  - 13.7.1. The Company as a System
  - 13.7.2. Strategic Thinking Derived from Corporate Culture.
  - 13.7.3. The Strategic Approach From a People Management Perspective
- 13.8. Branding
  - 13.8.1. The Brand and its Functions
  - 13.8.2. Branding
  - 13.8.3. Brand Architecture
- 13.9. Creative Strategy Formulation
  - 13.9.1. Explore Alternative Strategies
  - 13.9.2. Counter Briefing or Creative Briefing
  - 13.9.3. Branding and Positioning
- 13.10. Design of a Crisis Manual/Crisis Communication Plan
  - 13.10.1. Preventing the Crisis
  - 13.10.2. Managing Crisis Communication
  - 13.10.3. Recovering from the Crisis

## Module 14. Media

- 14.1. Introduction to the Media
  - 14.1.1. What is the Media?
  - 14.1.2. Characteristics of the Media
  - 14.1.3. Media Utility
- 14.2. Press
  - 14.2.1. Introduction and Brief History of the Media
  - 14.2.2. Main Features
  - 14.2.3. From Paper to Digital
- 14.3. Radio
  - 14.3.1. Introduction and Brief History of the Media
  - 14.3.2. Main Features
- 14.4. Television
  - 14.4.1. Introduction and Brief History of the Media
  - 14.4.2. Traditional Television
  - 14.4.3. New Forms of Television Consumption
- 14.5. Social Networks as a Means of Communication
  - 14.5.1. The Network as a New Communication Environment
  - 14.5.2. Communicative Possibilities of Social Networks
- 14.6. New Platforms and Devices
  - 14.6.1. A Multi-Screen Environment
  - 14.6.2. Second Television Screens
  - 14.6.3. The Multitasker Consumer
- 14.7. Globalization
  - 14.7.1. Local Media
  - 14.7.2. Proximity Journalism
- 14.8. Media Effects
  - 14.8.1. Efficiency of Commercial and Advertising Communication.
  - 14.8.2. Theories on the Effects of the Media
  - 14.8.3. Social and Co-creation Models
- 14.9. Media Convergence
  - 14.9.1. A New Media Ecosystem
  - 14.9.2. Convergence Culture

- 14.10. User-Generated Content
  - 14.10.1. From Consumer to Prosumer
  - 14.10.2. Participatory Culture
  - 14.10.3. Collective Intelligence

## Module 15. Information Product Management

- 15.1. Information Product Definition
  - 15.1.1. Concept
  - 15.1.2. Features
  - 15.1.3. Types
- 15.2. Information Product Development Process
  - 15.2.1. Phases of Information Production
  - 15.2.2. Agenda Setting
- 15.3. Strategies for Launching New Information Products
  - 15.3.1. Tangible Strategies
  - 15.3.2. Intangible Strategies
  - 15.3.3. Product Portfolio Strategy
- 15.4. Competitor Strategy Study
  - 15.4.1. Benchmarking
  - 15.4.2. Types of Benchmarking
  - 15.4.3. Advantages
- 15.5. Information Product Portfolio Innovation Process
  - 15.5.1. Transmedia Narrative
  - 15.5.2. Fan Phenomenon
- 15.6. Innovation in Strategic Positioning
  - 15.6.1. Gamification
  - 15.6.2. New Narrative World
- 15.7. Journalistic Documentation
  - 15.7.1. Essential Guides to Cultural Journalism Documentation
  - 15.7.2. Historical Documentation
  - 15.7.3. Current Documentation
  - 15.7.4. The Raging News

- 15.8. Designing and Planning an Online Reputation Plan
  - 15.8.1. Brand Reputation Plan
  - 15.8.2. General metrics, ROI, and Social CRM
  - 15.8.3. Online Crisis and Reputational SEO
- 15.9. The Importance of Communication in Today's Organizations
  - 15.9.1. Mechanisms and Systems for Communication with the Media
  - 15.9.2. Errors in Organizational Communication
- 15.10. Inbound Marketing
  - 15.10.1. Effective Inbound Marketing.
  - 15.10.2. The Benefits of Inbound Marketing.
  - 15.10.3. Measuring the Success of Inbound Marketing.

## Module 16. Market and Communication Environments

- 16.1. Company's Macro-Environment
  - 16.1.1. Concept of Macro-Environment
  - 16.1.2. Macro-Environment Variables
- 16.2. Company's Micro-Environment
  - 16.2.1. Approach to the Concept of Micro-Environment
  - 16.2.2. Actors in the Micro-Environment
- 16.3. New Competitive Environment
  - 16.3.1. Technological Innovation and Economic Impact
  - 16.3.2. Knowledge Society
  - 16.3.3. The New Consumer Profile
- 16.4. Knowing the Market and the Consumer
  - 16.4.1. Open Innovation
  - 16.4.2. Competitive Intelligence
  - 16.4.3. Competitive Economy
- 16.5. Developing the Marketing Plan
  - 16.5.1. Marketing Plan Concept
  - 16.5.2. Situation Analysis and Diagnosis
  - 16.5.3. Strategic Marketing Decisions
  - 16.5.4. Operational Marketing Decisions
- 16.6. Market Segmentation

- 16.6.1. Market Segmentation Concept
- 16.6.2. Utility and Requirements of Segmentation
- 16.6.3. Consumer Market Segmentation
- 16.6.4. Industrial Market Segmentation
- 16.6.5. Segmentation Strategies
- 16.6.6. Segmentation Based on Marketing Mix Criteria
- 16.7. Competitive Positioning
  - 16.7.1. Positioning Concept on the Market
  - 16.7.2. The Positioning Process
- 16.8. Commercial Segmentation
  - 16.8.1. Analysis of Distribution Channels, Sales Areas, and Products
  - 16.8.2. Preparing Commercial Areas
  - 16.8.3. Implementing the Visiting Plan
- 16.9. Corporate Social Responsibility
  - 16.9.1. Social Commitment
  - 16.9.2. Sustainable Organizations
  - 16.9.3. Business Ethics

## Module 17. Advertising Language

- 17.1. Thinking and Writing: Definition
  - 17.1.1. Definition of Copywriting
  - 17.1.2. Historical Background of Advertising Copywriting and Phases of Professionalization
- 17.2. Copywriting and Creativity
  - 17.2.1. Conditions of the Copywriting Process
  - 17.2.2. Linguistic Competence
  - 17.2.3. Functions of the Copywriter
    - 17.2.3.1. Definition of the Functions of the Copywriter
- 17.3. The Principle of Coherence and Campaign Conceptualization
  - 17.3.1. The Principle of Campaign Unity
  - 17.3.2. The Creative Team
  - 17.3.3. The Conceptualization Process: Hidden Creativity
  - 17.3.4. What is a Concept?

- 17.3.5. Applications of the Conceptualization Process
- 17.3.6. The Advertising Concept
- 17.3.7. Utility and Advantages of the Advertising Concept
- 17.4. Advertising and Rhetoric
  - 17.4.1. Copywriting and Rhetoric
  - 17.4.2. Placing Rhetoric
  - 17.4.3. The Phases of Rhetoric
    - 17.4.3.1. Advertising Discourse and Classical Rhetorical Discourse
    - 17.4.3.2. Topoi and Reason Why as Argumentation
- 17.5. Fundamentals and Characteristics of Copywriting
  - 17.5.1. Correction
  - 17.5.2. Adaptation
  - 17.5.3. Efficiency
  - 17.5.4. Characteristics of Copywriting
    - 17.5.2. Morphological: Nominalization
    - 17.5.3. Syntactics: Destructuring
    - 17.5.4. Graphics: Emphatic Punctuation
- 17.6. Argumentation Strategies
  - 17.6.1. Description
  - 17.6.2. The Enthymeme
  - 17.6.3. Narration
  - 17.6.4. Intertextuality
- 17.7. Styles and Slogans in Copywriting
  - 17.7.1. The Length of the Sentence
  - 17.7.2. The Styles
  - 17.7.3. The Slogan
    - 17.7.4. A Phrase of Wartime Origin
    - 17.7.5. The Characteristics of the Slogan
    - 17.7.6. The Elocution of the Slogan
    - 17.7.7. The Forms of the Slogan
    - 17.7.8. The Functions of the Slogan
- 17.8. Principles of Applied Advertising Copywriting and the Reason Why+USP Binomial

- 17.8.1. Rigor, Clarity, Accuracy
- 17.8.2. Synthesis and Simplicity
- 17.8.3. Advertising Text Constraints
- 17.8.4. Application of the Reason Why + USP Pairing
- 17.9. Copywriting in Conventional and Non-Conventional Media
  - 17.9.1. The Division Above-the-line/Below-the-line
  - 17.9.2. Integration: Overcoming the ATL- BTL Controversy
  - 17.9.3. Television Copywriting
  - 17.9.4. Radio Copywriting
  - 17.9.5. Press Copywriting
  - 17.9.6. Copywriting for Outdoor Media
  - 17.9.7. Copywriting in Non-Conventional Media
  - 17.9.8. Direct Marketing Advertising Copywriting
  - 17.9.9. Interactive Media Copywriting
- 17.10. Criteria for the Evaluation of an Advertising Text and Other Writing Cases
  - 17.10.1. Classical Models of Advertising Analysis
  - 17.10.2. Impact and Relevance
  - 17.10.3. The Checklist of the Writer
  - 17.10.4. Translation and Adaptation of Advertising Texts
  - 17.10.6. New Technologies, New Languages
  - 17.10.7. Writing in Web 2.0
  - 17.10.8. Naming, Guerrilla Advertising and Other Copywriting Cases

## Module 18. Creativity in Communication

- 18.1. To Create is to Think
  - 18.1.1. The Art of Thinking
  - 18.1.2. Creative Thinking and Creativity
  - 18.1.3. Thought and Brain
  - 18.1.4. The Lines of Research on Creativity: Systematization
- 18.2. Nature of the Creative Process
  - 18.2.1. Nature of Creativity
  - 18.2.2. The Notion of Creativity: Creation and Creativity
  - 18.2.3. The Creation of Ideas for Persuasive Communication
  - 18.2.4. Nature of the Creative Process in Advertising
- 18.3. The Invention
  - 18.3.1. Evolution and Historical Analysis of the Creation Process
  - 18.3.2. Nature of the Classical Canon of the Invention
  - 18.3.3. The Classical View of Inspiration in the Origin of Ideas
  - 18.3.4. Invention, Inspiration, Persuasion
- 18.4. Rhetoric and Persuasive Communication
  - 18.4.1. Rhetoric and Advertising
  - 18.4.2. The Rhetorical Parts of Persuasive Communication
  - 18.4.3. Rhetorical Figures
  - 18.4.4. Rhetorical Laws and Functions of Advertising Language
- 18.5. Creative Behavior and Personality
  - 18.5.1. Creativity as a Personal Characteristic, as a Product and as a Process
  - 18.5.2. Creative Behavior and Motivation
  - 18.5.3. Perception and Creative Thinking
  - 18.5.4. Elements of Creativity
- 18.6. Creative Skills and Abilities
  - 18.6.1. Thinking Systems and Models of Creative Intelligence
  - 18.6.2. Three-Dimensional Model of the Structure of the Intellect According to Guilford
  - 18.6.3. Interaction Between Factors and Intellectual Capabilities
  - 18.6.4. Creative Skills
  - 18.6.5. Creative Capabilities
- 18.7. The Phases of the Creative Process
  - 18.7.1. Creativity as a Process
  - 18.7.2. The Phases of the Creative Process
  - 18.7.3. The Phases of the Creative Process in Advertising
- 18.8. Troubleshooting
  - 18.8.1. Creativity and Problem Solving
  - 18.8.2. Perceptual Blocks and Emotional Blocks
  - 18.8.3. Methodology of Invention: Creative Programs and Methods
- 18.9. The Methods of Creative Thinking

- 18.9.1. Brainstorming as a Model for the Creation of Ideas
- 18.9.2. Vertical Thinking and Lateral Thinking
- 18.10. Creativity and Advertising Communication
  - 18.10.1. The Creative Process as a Specific Product of Advertising Communication
  - 18.10.2. Nature of the Creative Process in Advertising: Creativity and the Creative Advertising Process
  - 18.10.3. Methodological Principles and Effects of Advertising Creation
  - 18.10.4. Advertising Creation: From Problem to Solution
  - 18.10.5. Creativity and Persuasive Communication

## Module 19. Creative Advertising I: Copywriting

- 19.1. Writing Concept
  - 19.1.1. Writing and Editing
- 19.2. Fundamentals of Advertising Copywriting
  - 19.2.1. Correction
  - 19.2.2. Adaptation
  - 19.2.3. Efficiency
- 19.3. Characteristics of Copywriting
  - 19.3.1. Nominalization
  - 19.3.2. Destructuring
- 19.4. Text and Image
  - 19.4.1. From Text to Image
  - 19.4.2. Text Functions
  - 19.4.3. Image Functions
  - 19.4.4. Relationship Between Text and Imaging
- 19.5. Brand and Slogan
  - 19.5.1. The Brand
  - 19.5.2. Brand Characteristics
  - 19.5.3. The Slogan
- 19.6. Press Advertising: The Large Format Advertisement
  - 19.6.1. Newspapers and Magazines
  - 19.6.2. Superstructure
  - 19.6.3. Formal Characteristics
  - 19.6.4. Editorial Characteristics
- 19.7. Press Advertising: Other Formats
  - 19.7.1. Word Advertisements
  - 19.7.2. Superstructure
  - 19.7.3. The Claim
  - 19.7.4. Superstructure
- 19.8. Outdoor Advertising
  - 19.8.1. Formats
  - 19.8.2. Formal Characteristics
  - 19.8.3. Editorial Characteristics
- 19.9. Radio Advertising
  - 19.9.1. Radio Language
  - 19.9.2. The Radio Spot
  - 19.9.3. Superstructure
  - 19.9.4. Wedge Types
  - 19.9.5. Formal Characteristics
- 19.10. Audiovisual Advertising
  - 19.10.1. The Image
  - 19.10.2. The Text
  - 19.10.3. Music and Sound Effects
  - 19.10.4. Advertising Formats
  - 19.10.5. The Script
  - 19.10.6. The Storyboard



## Module 20. Creative Advertising II: Art Management

- 20.1. Subjects and Object of Advertising Graphic Design
  - 20.1.1. Related Professional Profiles
  - 20.1.2. Academic Context and Competencies
  - 20.1.3. Advertiser and Agency
  - 20.1.4. Creative Direction and Creative Idea
  - 20.1.5. Art Direction and Formal Idea
- 20.2. The Role of the Art Director
  - 20.2.1. What is Art Direction?
  - 20.2.2. How Art Direction Works?
  - 20.2.3. The Creative Team
  - 20.2.4. The Role of the Art Director
- 20.3. Fundamentals of Advertising Graphic Design
  - 20.3.1. Design Concepts and Design Standards
  - 20.3.2. Trends and Styles
  - 20.3.3. Design Thinking, Process and Management
  - 20.3.4. Scientific Metaphor
- 20.4. Methodology of Advertising Graphics
  - 20.4.1. Graphic Creativity
  - 20.4.2. Design Process
- 20.5. Graphic Strategy
  - 20.5.1. Formal Apprehension
  - 20.5.2. Graphic Message
- 20.6. Graphic Architecture
  - 20.6.1. Typometry
  - 20.6.2. Graphic Spaces
  - 20.6.3. Reticle
  - 20.6.4. Pagination Standards
- 20.7. Final Arts
  - 20.7.1. Processes and Systems

- 20.8. Creation of Advertising Graphic Supports
  - 20.8.1. Publigrphy
  - 20.8.2. Organizational Visual Image (OVI)
  - 20.8.3. Graphic Advertisements
  - 20.8.4. Packaging
  - 20.8.5. Websites
- 20.9. Fundamentals of Video Editing
  - 20.10. Tools of Video Editing

## Module 21. Corporate Identity

- 21.1. The Importance of Image in Businesses
  - 21.1.1. What is Corporate Image?
  - 21.1.2. Differences between Corporate Identity and Corporate Image
  - 21.1.3. Where can the Corporate Image be Manifested?
  - 21.1.4. Corporate Image Change Situations. Why Achieve a Good Corporate Image?
- 21.2. Research Techniques in Corporate Image
  - 21.2.1. Introduction
  - 21.2.2. The study of the Company's Image
  - 21.2.3. Corporate Image Research Techniques
  - 21.2.4. Qualitative Image Study Techniques
  - 21.2.5. Types of Quantitative Techniques
- 21.3. Image Audit and Strategy
  - 21.3.1. What is Image Auditing?
  - 21.3.2. Guidelines
  - 21.3.3. Audit Methodology
  - 21.3.4. Strategic Planning

- 21.4. Corporate Culture
  - 21.4.1. What is Corporate Culture?
  - 21.4.2. Factors Involved in Corporate Culture
  - 21.4.3. Functions of Corporate Culture
  - 21.4.4. Types of Corporate Culture
- 21.5. Corporate Social Responsibility and Corporate Reputation
  - 21.5.1. CSR: Concept and Application of the Company
  - 21.5.2. Guidelines for Integrating CSR into Businesses
  - 21.5.3. CSR Communication
  - 21.5.4. Corporate Reputation
- 21.6. Examples of the Most Internationally Relevant Corporate Identities
- 21.7. Brand Image and Positioning
  - 21.7.1. The Origins of Trademarks
  - 21.7.2. What is a Brand?
  - 21.7.3. The Need to Build a Brand
  - 21.7.4. Brand Image and Positioning
  - 21.7.5. The Value of Brands
- 21.8. Image Management through Crisis Communication
  - 21.8.1. Strategic Communication Plan
  - 21.8.2. When it All Goes Wrong: Crisis Communication
  - 21.8.3. Cases
- 21.9. The Influence of Promotions on Corporate Image
  - 21.9.1. The New Advertising Industry Landscape
  - 21.9.2. Promotional Marketing
  - 21.9.3. Features
  - 21.9.4. Dangers
  - 21.9.5. Promotional Types and Techniques

## Module 22. Public Opinion

- 22.1. The Concept of Public Opinion
  - 22.1.1. Introduction
  - 22.1.2. Public Opinion as an Individual and Collective Phenomenon
  - 22.1.3. Public Opinion as a Rational Phenomenon and as a Form of Social Control
  - 22.1.4. Phases in the Growth of Public Opinion as a Discipline
  - 22.1.5. The 20th Century: The Century of Public Opinion
  - 22.1.6. Main Public Concerns that Keep it as a Discipline
- 22.2. Theoretical Framework of Public Opinion
  - 22.2.1. Main Orientations and Perspectives of the Discipline of Public Opinion in the 20th Century
  - 22.2.2. 20th Century Authors: Robert E. Park and the Spatial Conception of Public Opinion
  - 22.2.3. Walter Lippmann: Biased Public Opinion
  - 22.2.4. Jürgen Habermas: the Political-Value Perspective
  - 22.2.5. Niklas Luhmann: Public Opinion as a Communicative Modality
- 22.3. Social Psychology and Public Opinion
  - 22.3.1. Introduction: Psychosociological Characteristics and Public Opinion
  - 22.3.2. Psychosocial Variables in the Relationship of Persuasive Entities with their Public
  - 22.3.3. Adaptation of Public Opinion to Persuasive Messages: Conformism
- 22.4. Media Influence Models
  - 22.4.1. Types of "Effects" of the Media
  - 22.4.2. Research on Media Effects
  - 22.4.3. The Return to Media Power (Models from 1970 Onwards)
- 22.5. Public Opinion and Political Communication
  - 22.5.1. Introduction: Public Opinion and Political Communication
  - 22.5.2. Electoral Political Communication. Propaganda
  - 22.5.3. Government Political Communication
- 22.6. Public Opinion and Elections
  - 22.6.1. Do Election Campaigns Influence Public Opinion?
  - 22.6.2. The Effect of the Media in Election Campaigns as a Reinforcement of Existing Opinions: The Selective Exposure Theory

- 22.6.3. Bandwagon and Underdog Effects
- 22.6.4. The Perception of Media Influence on Others: The Third-Person Effect
- 22.6.5. The Influence of Electoral Debates and Television Commercials
- 22.7. Government and Public Opinion
  - 22.7.1. Introduction
  - 22.7.2. Representatives and their Constituents
  - 22.7.3. Political Parties and Public Opinion
  - 22.7.4. Public Policies as an Expression of the Government's Action
- 22.8. The Political Intermediation of the Press
  - 22.8.1. Introduction
  - 22.8.2. Journalists as Political Intermediaries
  - 22.8.3. Dysfunctions of Journalistic Intermediation
  - 22.8.4. Reliance on Journalists as Intermediaries
- 22.9. Public Sphere and Emerging Models of Democracy
  - 22.9.1. Introduction: The Democratic Public Sphere
  - 22.9.2. The Public Sphere in the Information Society
  - 22.9.3. Emerging Models of Democracy
- 22.10. Methods and Techniques for Public Opinion Research
  - 22.10.1. Introduction
  - 22.10.2. Opinion Polls
  - 22.10.3. Quantitative Content Analysis
  - 22.10.4. The In-depth Interview
  - 22.10.5. Focus Groups

## Module 23. Social Media and Community Management

- 23.1. Introduction and Typology of Social Media
  - 23.1.1. Social Media Against Traditional Media
  - 23.1.2. What is a Social Network?
  - 23.1.3. Evolution of Social Networks on the Internet?
  - 23.1.4. Social Media Today
  - 23.1.5. Features of Social Media on the Internet
  - 23.1.6. Social Media Typology
- 23.2. Functions of the Community Manager
  - 23.2.1. The Figure of the Community Manager and their Role in the Company
  - 23.2.2. Community Manager Guide
  - 23.2.3. The Profile of the Community Manager
- 23.3. Social Media within the Structure of the Business
  - 23.3.1. The Importance of Social Media in the Company
  - 23.3.2. The Different Profiles that Work in Social Media
  - 23.3.3. How to Choose the Best Structure for Social Media Management
  - 23.3.4. Customer Care on Social Media
  - 23.3.5. Relationship of the Social Media Team with Other Departments in the Company
- 23.4. Introduction to Digital Marketing
  - 23.4.1. The Internet: Making Marketing Infinite
  - 23.4.2. Objectives of Marketing on the Internet
  - 23.4.3. Key Concepts on the Internet
  - 23.4.4. Operative Marketing on the Web
  - 23.4.5. Search engine positioning.
  - 23.4.6. Social Media
  - 23.4.7. Community Manager
  - 23.4.8. e-Commerce
- 23.5. Social Media Strategic Plan and Social Media Plan
  - 23.5.1. The Importance of Having a Social Media Plan Aligned with the Company's Strategic Plan
  - 23.5.2. Previous Analysis
  - 23.5.3. Objectives.
  - 23.5.4. Strategy.
  - 23.5.5. Actions
  - 23.5.6. Budget.
  - 23.5.7. Calendar
  - 23.5.8. Contingency Plan.

- 23.6. Online Reputation
- 23.7. Main Social Media Outlets I.
  - 23.7.1. Facebook: Increase the Presence of Our Brand.
    - 23.7.1.1. Introduction: What Is Facebook and How Can it Help Us?
    - 23.7.1.2. Main Elements in the Professional Field
    - 23.7.1.3. Content Promotion
    - 23.7.1.4. Analytics:
  - 23.7.2. Twitter: 140 Characters to Achieve the Objectives
    - 23.7.2.1. Introduction: What Is Twitter and How Can it Help Us?
    - 23.7.2.2. Main Elements
    - 23.7.2.3. Content Promotion
    - 23.7.2.4. Analytics:
  - 23.7.3. LinkedIn. The Professional Social Network for Excellence
    - 23.7.3.1. Introduction: What is LinkedIn and How Can it Help Us?
    - 23.7.3.2. Main Elements
    - 23.7.3.3. Content Promotion
- 23.8. Main Social Media Outlets II.
  - 23.8.1. YouTube: The Second Most Important Search Engine on the Internet
  - 23.8.2. Main Elements
  - 23.8.3. Advertising.
  - 23.8.4. YouTube Analytics
  - 23.8.5. Success Stories
  - 23.8.6. Instagram and Pinterest. The Power of Image
  - 23.8.7. Instagram.
  - 23.8.8. Success Stories
  - 23.8.9. Pinterest.
- 23.9. Blogs and Personal Branding
  - 23.9.1. Definition
  - 23.9.2. Typology

- 23.10. Tools for the Community Manager
  - 23.10.1. Monitoring and Programming. Hootsuite
  - 23.10.2. Specific Tools for Each Social Network.
  - 23.10.3. Active Listening Tools
  - 23.10.4. URL Shortening Tools
  - 23.10.5. Tools for the Generation of Content

## Module 24. Lobbying and Persuasion

- 24.1. Introduction to Lobbying
  - 24.1.1. Public Affairs Strategies
- 24.2. The Lobbyist
  - 24.2.1. A Day in the Life of a Lobbyist
  - 24.2.2. Lobbying, Vocation or Training
  - 24.2.3. Ten Qualities of a Good Lobbyist
- 24.3. The Basics of Lobbying
  - 24.3.1. Mobilization in Digital Environments
  - 24.3.2. Clients
- 24.4. The Lobby in Small Businesses
- 24.5. Case Study
  - 24.5.1. Public-Private Collaboration: The Case of Foropp.
  - 24.5.2. A Success Story: Introduction to Hybrid Technology.
- 24.6. Lobbying Strategies
  - 24.6.1. A View of Lobbies from the Pre-Legislative Administration
  - 24.6.2. The Butterfly Effect
  - 24.6.4. Light and Stenographers
- 24.7. The Lobby in Democracy and Its Boundaries
- 24.8. The Benefits of the Lobby for Democracy
  - 24.8.1. The Boundaries of Lobbying
- 24.9. The Revolving Door Phenomenon

**Module 25. Research in Digital Media**

- 25.1. The Scientific Method and its Techniques
  - 25.1.1. Scientific Method and Methodological Techniques
  - 25.1.2. Research Design and Phases
  - 25.1.3. Basic Rules for Bibliographic Selection, Verification, Citation and Referencing
  - 25.1.4. Research Approaches and Perspectives
  - 25.1.5. Ethical and Deontological Rules
- 25.2. Measurable Aspects: Quantitative Method
  - 25.2.1. Quantitative Techniques
  - 25.2.2. The Survey: Design and Procedure
  - 25.2.3. Types of Surveys
  - 25.2.4. Preparation of the Questionnaire
  - 25.2.5. Field Work and Presentation of Results
- 25.3. Measurable Aspects: Qualitative Method
  - 25.3.1. Qualitative Techniques
  - 25.3.2. Individual Interviews and their Typology
  - 25.3.3. Life History
  - 25.3.4. The Group Interview and Its Variants: Discussion Groups or Focus Groups
  - 25.3.5. Other Conversational Techniques: Philips 66, Brainstorming, Delphi, Participatory Intervention Cores, Problem and Solution Trees
  - 25.3.6. Participatory – Action Research
- 25.4. Revealing Communicative Behaviors and Interactions: Observation and its Variants
  - 25.4.1. Observation as a Scientific Method
  - 25.4.2. The Procedure: Planning Systematic Observation
  - 25.4.3. Different Types of Observation
  - 25.4.4. Online Observation: Virtual Ethnography
- 25.5. Uncovering the Content of Messages: Content and Discourse Analysis
  - 25.5.1. Introduction to Quantitative Content Analysis
  - 25.5.2. Sample Selection and Category Design
  - 25.5.3. Data Processing
  - 25.5.4. Critical Discourse Analysis
  - 25.5.5. Other Techniques for the Analysis of Media Texts
- 25.6. Knowing the Reactions: Experimenting in Communication
  - 25.6.1. Introduction to Experiments
  - 25.6.2. What is an Experiment in Communication
  - 25.6.3. Experimentation and its Types
  - 25.6.4. The Practical Design of the Experiment
- 25.7. Digital Information
  - 25.7.1. Problems and Methodological Proposals
  - 25.7.2. Online Press: Characteristics and Approach to its Analysis
- 25.8. The Internet as an Object of Study: Criteria for Assessing the Quality and Reliability of Internet Content
  - 25.8.1. Internet as an Object of Study
  - 25.8.2. Criteria for Evaluating the Quality and Reliability of Content on the Internet
- 25.9. Research on the Internet and Digital Platforms
  - 25.9.1. Searching and Browsing in the Online Environment
  - 25.9.2. Approach to Research on Digital Formats: Blogs
  - 25.9.3. Approach to Social Network Research Methods
  - 25.9.4. Hyperlink Research
- 25.10. Research Trends in Communication.
  - 25.10.1. Introduction to the Contemporary Environment of Research in Communication.
  - 25.10.2. The Readaptation of the Classic Objects of Communication Research.
  - 25.10.3. The Emergence of New Research Objects.
  - 25.10.4. Towards Interdisciplinarity and Methodological Hybridization

## Module 26. Advertising law

- 26.1. Basic Notions of the Advertising Law.
  - 26.1.1. Concept and Emergence of the Law of Advertising
  - 26.1.2. Subjects of the Advertising Relationship
  - 26.1.3. Personality Rights
  - 26.1.4. Advertising Work, Intellectual and Industrial Property
  - 26.1.5. Other Forms of Protection of Advertising Work
- 26.2. Sources of Advertising Law
  - 26.2.1. Legal System and Rules
  - 26.2.2. Sources of Advertising Law
  - 26.2.3. Limits to the Effectiveness of Rules
- 26.3. Unfair Advertising
  - 26.3.1. Misleading Advertising
  - 26.3.2. Unfair Advertising
  - 26.3.3. Covert Advertising
  - 26.3.3. Aggressive Advertising
  - 26.3.4. Comparative Advertising
- 26.4. Advertising Agreement
  - 26.4.1. Legal Regime
  - 26.4.2. Birth of the Contract
  - 26.4.3. Ineffectiveness
  - 26.4.4. Noncompliance
  - 26.4.5. Common Provisions Specific to Advertising Agreements
- 26.5. The Advertising Creation Agreement.
  - 26.5.1. Concept
  - 26.5.2. Characters
  - 26.5.3. Contents
  - 26.5.4. Noncompliance
  - 26.5.5. Extinction
- 26.6. The Advertising Broadcasting Agreement
  - 26.6.1. Concept
  - 26.6.2. Characters
  - 26.6.3. Contents
  - 26.6.4. Noncompliance
  - 26.6.5. Extinction
- 26.7. The Sponsorship Agreement
  - 26.7.1. Concept
  - 26.7.2. Characters
  - 26.7.3. Contents
  - 26.7.4. Noncompliance
  - 26.7.5. Extinction
- 26.8. Advertising Ethics and Self-Regulation
  - 26.8.1. Advertising Deontology: Concept, Purpose and Value of Codes of Conduct
  - 26.8.2. Self-Control
- 26.9. Jurisdictional



“

*A comprehensive specialized program that will take you through the necessary education 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.



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

Through a different and stimulating learning experience, you will be able to acquire the necessary skills to take a big step in your training. An opportunity to progress, with the support and monitoring of a modern and specialized university, which will propel you to another professional level.





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*This Advanced Master's Degree in Senior Management of Integrated Corporate Communications is the largest compendium of knowledge in the industry: A program that will be a high-quality added value for any professional in this field"*

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

Modality: **online**

Duration: **2 years**

Accreditation: **120 ECTS**



\*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.



## Advanced Master's Degree Senior Management of Integrated Corporate Communications

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

Advanced Master's Degree  
Senior Management of  
Integrated Corporate  
Communications