Advanced Master's Degree
Senior Management of Integrated Corporate Communications

tech global university

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.techtitute.com/us/journalism-communication/advanced-master-degree/advanced-master-degree-senior-management-integrated-corporate-communications**

Index

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.

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"

"*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*"

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

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.

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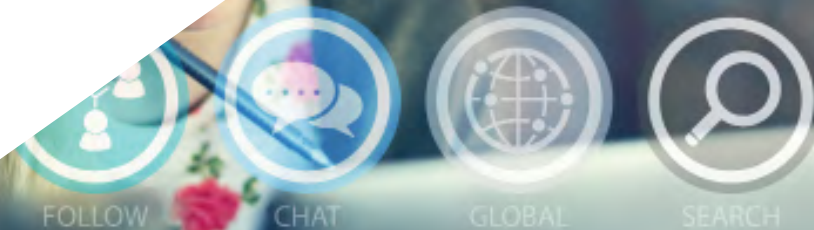
02
Objectives

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.

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

- 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

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

Specific Objectives

- 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.

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

- 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

"*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

- 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.

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

International Guest Director

With a strong background in Communications and Marketing, Bianca Freedman has served as Chief Executive Officer (CEO) of Edelman's Canada division, where she has led strategy, operations and culture in the region. In fact, she has played a crucial role in the evolution, promotion and protection of brands and reputations in a dynamic media environment. In addition, she has been one of the Executive Positioning experts within Edelman's global network, a critical area where business leaders are increasingly in demand.

She has also held other prominent positions at Edelman, including Chief Operating Officer (COO) and General Manager. In these roles, she has led some of the organization's most important and complex projects in both the private and public sectors, working with some of the country's most prestigious companies to transform their presence with employees, customers and shareholders.

Bianca Freedman's career has also included positions at InfinityComm Inc. as Account and Public Relations Manager, as well as at Credit Valley Hospital, where she has served as Marketing and Communications Coordinator. She has also held Marketing, Public Relations and Social Media Manager roles at Walmart, where she has been instrumental in communications innovation, both in Canada and in the San Francisco Bay Area, alongside the company's global e-commerce group.

Notably, as an active member of the community, she has served on the Humber PR Advisory Board and volunteers with the Community Association for Riders with Disabilities (CARD). And she is fully committed to removing barriers to entering the job market, as well as supporting high-potential talent.

Ms. Freedman, Bianca

- Chief Executive Officer (CEO) at Edelman Canada, Toronto, Canada
- Manager of Marketing, Public Relations and Social Media at Walmart
- Marketing and Communications Coordinator, Credit Valley Hospital, Credit Valley, Canada
- Account and Public Relations Manager at InfinityComm Inc.
- IWF Fellowship in Business Administration and Management from INSEAD
- Transformational Leadership, Business Administration and Management Program at Harvard Business School
- Graduate degree in Public Relations from Humber College
- B.A. in Political Science, Communication Studies, from McMaster University
- Member of Humber PR Advisory Board, Community Association for Riders with Disabilities (CARD)

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

- 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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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.

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

Module 3. Fundamentals of Communication in the Digital Environment

Module 4. Written Communication

Module 6. Introduction to the Psychology of 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.   360º 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

Module 12. Marketing and Communication

Module 13. Communication Company Management

Module 14. Media

Module 15. Information Product Management

Module 16. Market and Communication Environments

Module 17. Advertising Language

Module 18. Creativity in Communication

Module 19. Creative Advertising I: Copywriting

Module 20. Creative Advertising II: Art Management

Module 21. Corporate Identity

Module 22. Public Opinion

Module 23. Social Media and Community Management

Module 24. Lobbying and Persuasion

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.

A learning method that is different and innovative

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

"

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

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

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

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

Relearning Methodology

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

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

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

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

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

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

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

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

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

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

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

Study Material

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

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

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.

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

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.

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**

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tech global university

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

Advanced Master's Degree in Senior Management in Integrated Corporate Communications

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 Management in Integrated Corporate Communications

General Structure of the Syllabus

Year	Subject	ECTS	Type	Year	Subject	ECTS	Type
1º	Introduction. Communication Science as a Social Science	4	CO	2º	Marketing and Communication	5	CO
1º	Introduction to the Theories of Communication	4	CO	2º	Communication Company Management	5	CO
1º	Fundamentals of Communication in the Digital Environment	4	CO	2º	Media	5	CO
				2º	Information Product Management	5	CO
1º	Written Communication	4	CO	2º	Market and Communication Environments	5	CO
1º	Structure of the Communication	4	CO	2º	Advertising Language	5	CO
1º	Introduction to the Psychology of Communication	4	CO	2º	Creativity in Communication	5	CO
1º	Business Strategy	4	CO	2º	Creative Advertising I: Copywriting	5	CO
1º	Corporative Communication, Brand Strategy and Reputation	4	CO	2º	Creative Advertising II: Art	5	CO
				2º	ManagementCorporate Identity	5	CO
1º	Strategic Planning in Corporate Communication	4	CO	2º	Public Opinion	5	CO
1º	Managing Aspects of Corporate Communication	4	CO	2º	Social Media and Community Management	5	CO
1º	Communication in Specialized Sectors	5	CO	2º	Lobbying and Persuasion	5	CO
				2º	Research in Digital Media	5	CO
				2º	Advertising law	5	CO

Dr. Pedro Navarro Illana
Rector

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

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Advanced Master's Degree
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

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