Postgraduate Certificate
Communication in the Public Sector

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Postgraduate Certificate

Communication in the Public Sector

- » Modality: **online**
- » Duration: **4 weeks**
- » Certificate: **TECH Global University**
- » Credits: **3 ECTS**
- » Schedule: **at your own pace**
- » Exams: **online**

Website: **www.techtitute.com/us/journalism-communication/postgraduate-certificate/communication-public-sector**

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01
Introduction

Today, public organizations must make every effort to develop a good relationship with their public in order to generate a positive image that will help them achieve their objectives. However, for this to be possible, they must have institutional communication experts on their team who know how to send the right messages at the right time.

"*With this Postgraduate Certificate, you will be able to design a successful corporate communication and you will become a successful institutional and public sector communication professional*"

Based on this premise, TECH professionals have launched this program with the aim to prepare journalism professionals in all aspects related to communication management in the public sector. This program will give journalists the opportunity to stand out as professionals, thanks to the acquisition of the most cutting-edge and avant-garde knowledge in the field.

By definition, every public organization has a civic vocation, and this is something that makes the implementation of an accurate communication plan even more pertinent. Often, the greater or lesser success of a given policy or public order measure depends entirely on the degree of success in communicating it to the population. Throughout the 90 hours of this 100% online program, students will face the analysis of many practical cases, through individual practice and teamwork, which will allow them to learn about and overcome the difficulties of communication in the public sector.

This **Postgraduate Certificate in Communication in the Public Sector** contains the most complete and up-to-date program on the market. The most important features include:

- The development of case studies presented by experts in Corporate Communication
- Its graphic, schematic and practical contents provide scientific and practical information on those disciplines that are essential for professional practice
- The latest information on Corporate Communication
- Practical exercises where the self-assessment process can be carried out to improve learning
- Its special emphasis on innovative methodologies in Journalism, Communication in the Public Sector
- Algorithm-based interactive learning system for decision-making in situations focused on journalism and digital communication
- Theoretical lessons, questions to the expert, debate forums on controversial topics, and individual reflection assignments
- Content that is accessible from any fixed or portable device with an Internet connection

We offer you the best teaching methodology and a multitude of practical cases to simulate the real-life situations which you may face throughout your career"

"The career of a journalist has become considerably more diverse in the last few years. Today, one of the professional opportunities with plenty of job openings is in the field of Communication in the Public Sector"

TECH offers you the best program in Communication in the Public Sector in the current market. You only have to bring your enthusiasm to study.

Become an outstanding journalist and learn how successfully a work in the communications offices of all sectors.

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

Its multimedia content, developed with the latest educational technology, will enable the professional to contextual and situated learning, i.e., a simulated environment that will provide immersive learning immersive learning programmed to learn in real situations.

This program is designed around Problem-Based Learning, whereby the student must try to solve the different professional practice situations that arise throughout the program. To do so, professionals will be assisted by an innovative interactive video system created by renowned and experienced experts in the field of Communication in the Public Sector.

02
Objectives

This program is designed to strengthen skill sets and help students develop new competencies in the field of communication that will be essential in their professional development as journalists and communicators. After having completed the program, students will be able to design and implement specific actions, either as part of a company's press office, or as specialized journalists. In this way, you can become a successful professional in the field, acquiring advanced skills and being able to manage diverse, large-scale projects.

"If your objective is to develop yourself as a journalist and communicator within the Public Organization sector, creating strategies successfully in the field and successful plans, then this Postgraduate Certificate is for you"

General Objective

♦ Enable communication professionals to be able to design and implement communication plans especially designed for the public sector

Develop your skills to become a versatile communicator at the forefront of the latest trends"

Specific Objectives

- Develop skills and competencies for efficiently managing all aspects of the communication department of any organization in all its branches
- Establish complex communication strategies to achieve a link with all audiences
- Explore the characteristics of communication in specific sectors
- Develop a communication plan tailored to the needs of public organizations
- Learn to identify information opportunities and needs in the public sector

03
Course Management

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

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

International Guest Director

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

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

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

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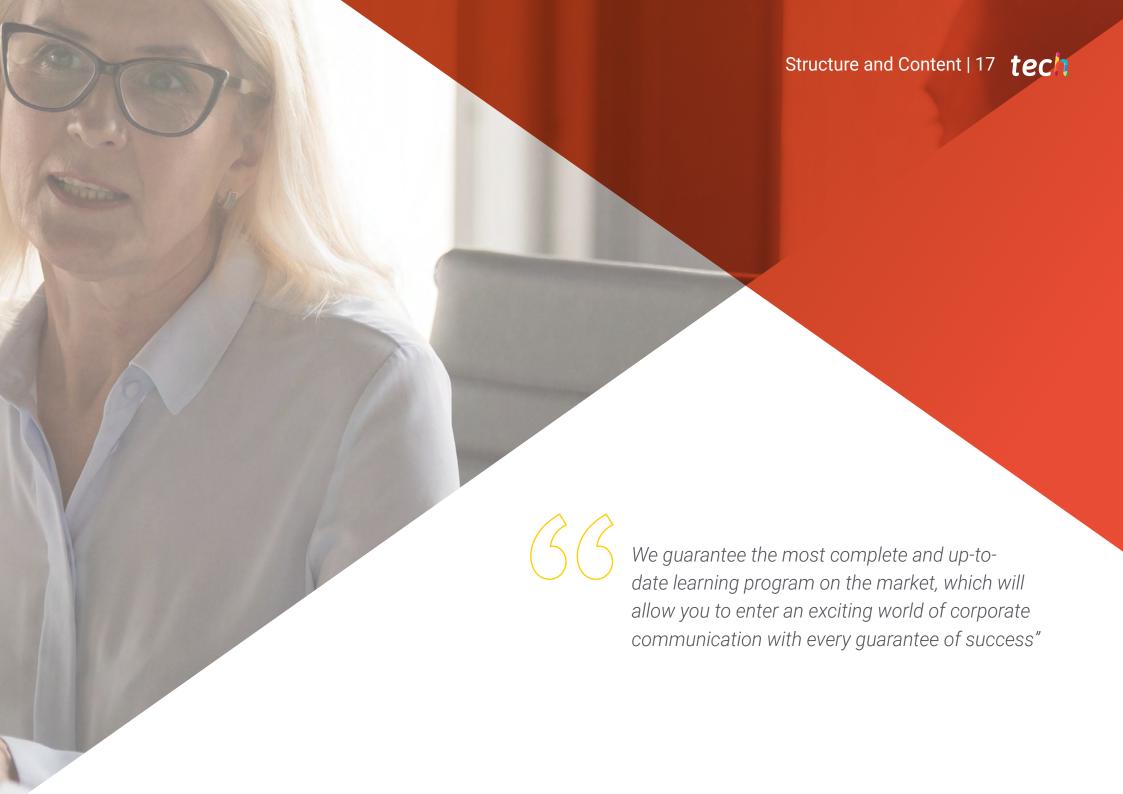
Ms. Thole-Muir, Wendy

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

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

04
Structure and Content

The structure of the contents has been designed by a team of Journalism, Marketing and Communication professionals, aware of the importance of the current relevance in professional development in this field as a means to delve into knowledge area, have designed this program's syllabus specially to prepare professionals in the singularities and characteristics of the Communication and Managerial Skills world. Thus, after completing the program, the student will be much better prepared to work in this field in a more autonomous and competent manner.

We guarantee the most complete and up-to-date learning program on the market, which will allow you to enter an exciting world of corporate communication with every guarantee of success"

Module 1. Communication in Specialized Sectors

1.1.   Communication at the Forefront of Public Organizations
    1.1.1.   Communication in the Public Sector
    1.1.2.   Strategy and Creation in Public Organization Communications
    1.1.3.   Intangible Assets in the Public Sector
    1.1.4.   Information Policy of Public Organizations

Module 2. Managing Aspects of Corporate Communication

2.1.   Communication in Organizations
    2.1.1.   Organizations, People and Society
    2.1.2.   Historical Evolution of Organizational Behavior
    2.1.3.   Bidirectional Communication
    2.1.4.   Communication Barriers
2.2.   Structure, Control and Challenges in Communication Management
    2.2.1.   Departmental Structure in Communication Management
    2.2.2.   Current Trends in Management Models
    2.2.3.   Integration of Intangibles
    2.2.4.   Communication Department Challenges
2.3.   Integral Communication Plans
    2.3.1.   Audit and Diagnosis
    2.3.2.   Elaboration of Communication Plan
    2.3.3.   Measuring results: KPIs and ROI
2.4.   Effects of the Media
    2.4.1.   Efficiency of Commercial and Advertising Communication
    2.4.2.   Theories on the Effects of the Media
    2.4.3.   Social and Co-Creation Models

05

Methodology

This academic program offers students a different way of learning. Our methodology uses a cyclical learning approach: **Relearning.**

This teaching system is used, for example, in the most prestigious medical schools in the world, and major publications such as the **New England Journal of Medicine** have considered it to be one of the most effective.

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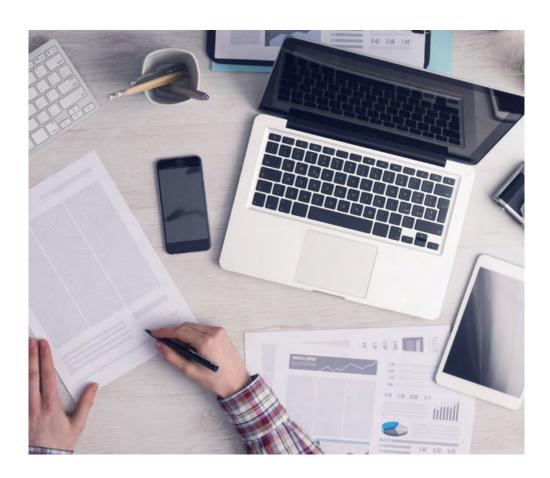
Case Study to contextualize all content

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

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

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

A learning method that is different and innovative

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

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

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

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

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

Relearning Methodology

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

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

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

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

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

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

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

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

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

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

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

Study Material

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

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

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.
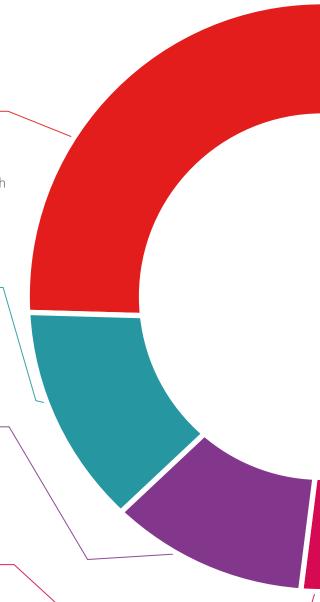
Practising Skills and Abilities

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.

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20%

25%

4%

3%

Case Studies

Students will complete a selection of the best case studies chosen specifically for this program. Cases that are presented, analyzed, and supervised by the best specialists in the world.

Interactive Summaries

The TECH team presents the contents attractively and dynamically in multimedia lessons that include audio, videos, images, diagrams, and concept maps in order to reinforce knowledge.

This exclusive educational system for presenting multimedia content was awarded by Microsoft as a "European Success Story".

Testing & Retesting

We periodically evaluate and re-evaluate students' knowledge throughout the program, through assessment and self-assessment activities and exercises, so that they can see how they are achieving their goals.

Certificate

The Postgraduate Certificate in Communication in the Public Sector guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Global University.

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

This program will allow you to obtain your **Postgraduate Certificate in Communication in the Public Sector** 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: **Postgraduate Certificate in Communication in the Public Sector**

Modality: **online**

Duration: **4 weeks**

Accreditation: **3 ECTS**

tech global university

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

Postgraduate Certificate in Communication in the Public Sector

This is a program of 90 hours of duration equivalent to 3 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

*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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