Postgraduate Certificate
Creation and Management of Digital Communities

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Postgraduate Certificate
Creation and Management of Digital Communities

- » Modality: **online**
- » Duration: **6 weeks**
- » Certificate: **TECH Technological University**
- » Dedication: **16h/week**
- » Schedule: **at your own pace**
- » Exams: **online**

Website: **www.techtitute.com/pk/journalism-communication/postgraduate-certificate/creation-management-digital-communities**

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01
Introduction

In today's society, the use of social networks is inherent to almost any activity. A business that does not have a Facebook or Instagram account is missing out on potential customers. For this reason, more and more organizations believe in the value of a Community Manager and decide to include this profile in their staff. Thanks to this educational program of TECH Technological University, journalists will be able to acquire all that superior knowledge, which will allow them to manage virtual communities that will bring significant benefits to the company, which will undoubtedly be essential to help its growth.

Managing virtual communities will help you to know the public's opinion about your brand. Take advantage of this information to stand out in a highly competitive market"

The use of social networks has ceased to be exclusive to personal and leisure environments and has become an essential tool at the business level. Nowadays, all companies must have a presence in Social Media to reach their audience in a closer way. However, to manage all this contact with the audience, it is not enough to know how to write and know the brand in depth, but it is necessary to have specific skills for the management of virtual communities to create a good reputation, position the company's image in the minds of users and, above all, deal with crises quickly and effectively to solve them successfully.

For this reason, the profile of the journalist specialized in Community Management is increasingly sought as the person responsible for managing these accounts, achieving a significant improvement in followers, interactions and consumption. For this reason, many professionals in the sector wish to expand their curriculum with programs such as this one, in which they not only receive specialized information from teachers with extensive experience and reputation, but it also adds value to their professional profile, as it is a qualification offered by the world's leading online university in the educational market.

In this way, thanks to this program, students will learn the benefits that networks such as Facebook, Instagram or YouTube bring to brands, but they will also learn how to write articles for blogs or solve crises with actual or potential customers. This will undoubtedly be fundamental for their professional growth and will open the doors to a broader labor market that goes beyond traditional journalism or communication. As a result, the journalists will become an important asset within the company and will have access to positions of greater responsibility in their field of activity.

This **Postgraduate Certificate in Creation and Management of Digital Communities** contains the most complete and up-to-date program on the market. Its most notable features are:

- The development of practical cases presented by experts in Communication
- Its graphic, schematic and eminently practical contents are designed to provide theoretical and practical information on those disciplines that are essential for professional practice
- New developments in Management of Digital Communities
- Practical exercises where self-assessment can be used to improve learning
- Its special emphasis on innovative methodologies for the Creation and Management of Digital Communities
- Algorithm-based interactive learning system for decision-making in the situations that are presented to the student
- 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

Facebook and Instagram can be your allies to raise awareness of your brand"

"Do you want to learn the keys to improve your company's reputation through social networks? Sign up for this program and learn how to manage virtual communities"

In the digital age, your target audience is online. With this program you will learn how to reach them and build consumer loyalty.

The Internet has favored the creation of virtual communities in which prescribers of your brand can appear.

Its teaching staff includes professionals from the field of Communication, who contribute their work experience to this program, as well as renowned specialists from prestigious universities and reference societies.

The multimedia content, developed with the latest educational technology, will provide the professional with situated and contextual learning, i.e., a simulated environment that will provide an immersive program designed 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. For this purpose, the student will be assisted by an innovative interactive video system created by renowned and experienced experts.

02
Objectives

The use of the Internet and new technologies at a commercial level has improved the interrelationships between brands and customers, creating virtual communities in which not only products are promoted, but also debates are created, and the company's reputation can be improved. Therefore, we are looking for journalists with high skills in the use of digital tools focused on this sector. With this program, the student will acquire the skills to become a first level Community Manager, the one that all companies want to have on staff.

Virtual communities are capable of leading a brand to success or failure. With this specialization you will be able to manage them to achieve only positive results"

General Objectives

- Conceptual knowledge and understanding of Transmedia Storytelling and its relevance in different professional fields (advertising, marketing, journalism, entertainment)

- Acquire the fundamentals of transmedia creation, from narrative to production and dynamization in social communities

Every company needs to have a professional like you: capable of creating persuasive content to engage and retain customers"

Specific Objectives

- Gain a deeper understanding of the methodology for the creation and dynamization of a transmedia digital community, including the stimulation of user-generated content
- Be able to manage virtual communities in different social networks to create an appropriate brand image

03
Course Management

The teachers of this Postgraduate Certificate in Creation and Management of Digital Communities have been selected for their extensive knowledge and experience in the sector. In this way, they are teachers who know the keys to coordinating groups in social networks that add value to the company. Additionally, aware of the importance of quality education to create professionals who are highly valued in the labor market, they have developed the best program in the current educational panorama.

Professors with extensive experience in the field of Digital Community Management will teach you the keys to get more subscribers"

International Guest Director

Magda Romanska's name is unmistakable in the field of Performing Arts and Media on an international scale. Along with other projects, this expert has served as Principal Investigator at Harvard University's metaLAB and chairs the Transmedia Arts Seminar at the renowned Mahindra Humanities Center. She has also developed numerous studies linked to institutions such as the Center for European Studies and the Davis Center for Russian and Eurasian Studies.

Her lines of work focus on the intersection of art, humanities, technology and transmedia storytelling. Within that encompassing framework, they also include multiplatform and metaverse dramaturgy, and the interaction between humans and Artificial Intelligence in performance. From his in-depth studies on these fields, he has created Drametrics, a quantitative and computational analysis of dramatic texts.

She is also the founder, executive director and editor-in-chief of TheTheatreTimes.com, the world's largest digital theater portal. She also launched Performap.org, an interactive digital map of theater festivals, funded through the Yale Digital Humanities Lab and an LMDA innovation grant. On the other hand, he has also been in charge of the development of the International Online Theatre Festival (IOTF), an annual global streaming theater festival, which so far has reached more than one million participants. In addition, this initiative has been awarded the Second International Culture Online Award for "Best Online Project", chosen among 452 other proposals from 20 countries.

Dr. Romanska has also been awarded the MacDowell, Apothetae and Lark Theatre Playwriting grants from the Time Warner Foundation. She has also received the PAHA Creative Award and the Elliott Hayes Award for Excellence in Playwriting. She has also received awards from the American Association for Theatre Research and the Polish Studies Association.

Dra. Romanska, Magda

- Principal Investigator at Harvard metaLAB
- Executive Director and Editor-in-Chief at TheTheatreTimes.com
- Research Associate at the Minda Center for European Studies in Gunzburg
- Research Associate of the Davis Center for Russian and Eurasian Studies
- Professor of Performing Arts at Emerson College
- Associate Professor at the Berkman Center for Internet & Society
- Ph.D. in Theatre, Film and Dance from Cornell University
- M.A. in Modern Thought and Literature from Stanford University
- Graduate of Yale School of Drama and the Department of Comparative Literature
- Chair of the Transmedia Arts Seminar at the Mahindra Humanities Center
- Member of the Advisory Board at Digital Theatre+

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

Management

Dr. Regueira, Javier

- VP and founder of the Spanish Association of Branded Content
- Managing Director of the agency specialized in Branded Content ZOND (part of the MIO Group)
- Professor at Pontificia Comillas University, ESDEN, Esic, Inesdi, The Valley
- Former Marketing Executive at BDF Nivea and Imperial Tobacco
- Autor, blogger y TEDx Speaker
- Doctor in Branded Content
- Graduate in Economics and Business Administration European ICADE E4
- Master's Degree in Marketing

Professors

Dr. Suárez, Adrián

- Professor of multimedia projects, corporate image and usability at UNIR
- Profesor EBF Business School, Cesuga e IEBS
- Extensive experience as a content manager in the video game industry and in web content writing
- PhD in Digital Communication, Narrative and Video Games
- Architecture Degree
- Master's Degree in Marketing and Communication Management

04
Structure and Content

Today's users use the Internet as part of their daily lives and therefore, it is in this media where they look for information about everything they want to consume. In this sense, it is important that journalists develop the necessary skills for the creation and management of digital communities, through which to generate positive opinions of the brand and get prescribers. To this end, they are offered a complete syllabus that includes everything the professional must know to become a recognized Community Manager.
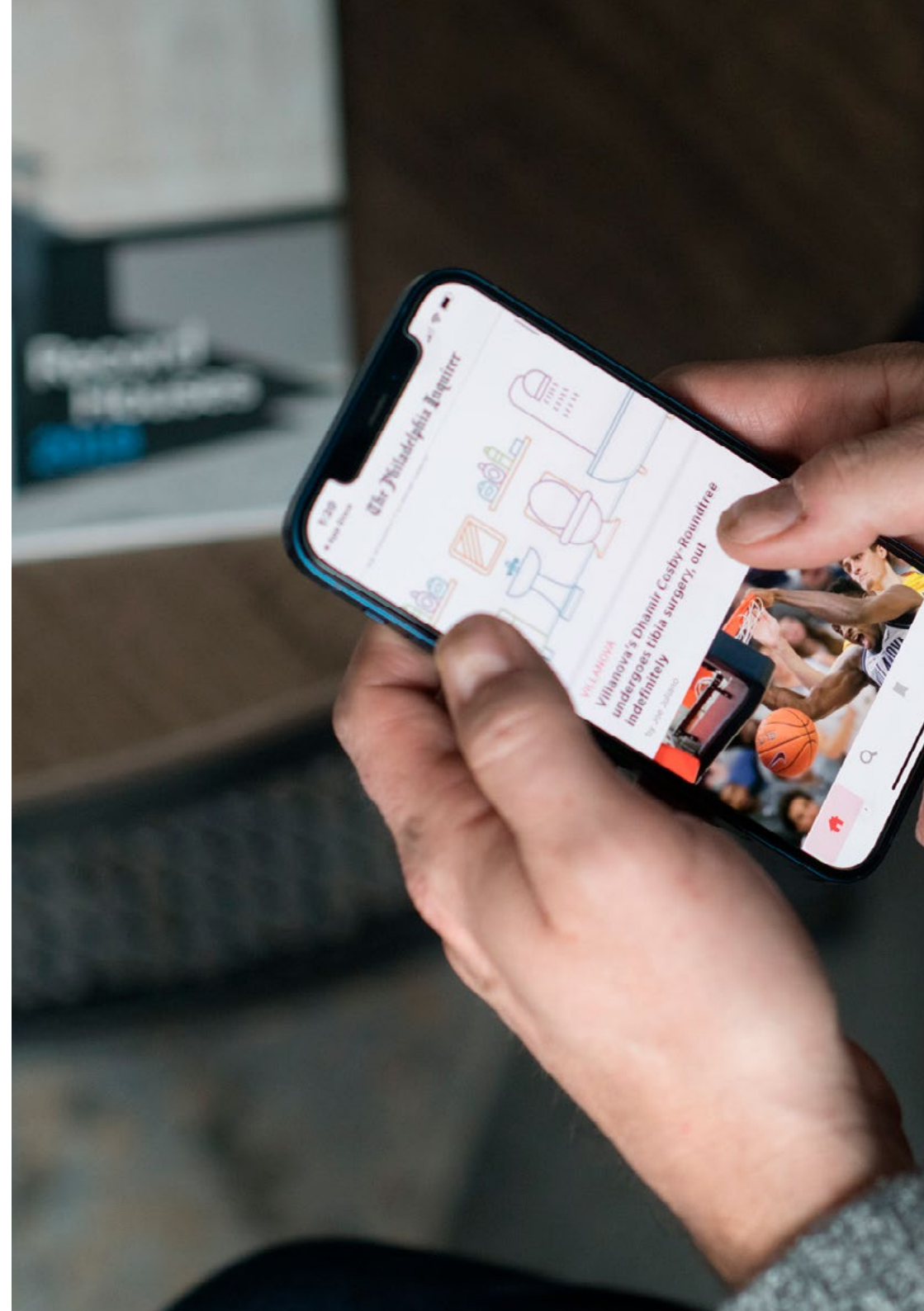
Learning how to manage virtual communities will be essential to improve your competitiveness as a journalist 2.0"

Module 1. Creation and Management of Digital Communities

Learn how to manage virtual communities that help position your brand"

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.

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

A learning method that is different and innovative

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

"

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

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

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

Relearning Methodology

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

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

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

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

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

01 learning from evidence

02 relearning from evidence

03 testing

04 learning from an expert

05 neurocognitive context dependent learning

06 Von-Restorff effect

07 case based learning through storytelling

08 competencies testing (retesting)

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

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

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

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

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

Study Material

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

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

Classes

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

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

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%
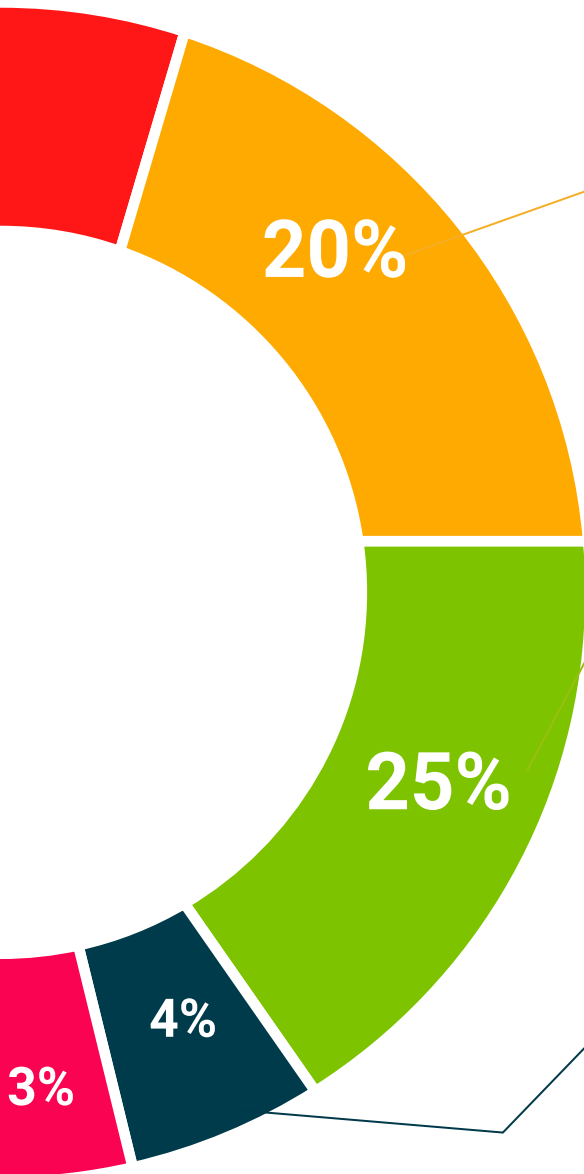
Case Studies

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

The Postgraduate Certificate in Creation and Management of Digital Communities guarantees students, in addition to the most rigorous and up-to-date education, access to a Postgraduate Certificate issued by TECH Technological University.

❝

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

This **Postgraduate Certificate in Creation and Management of Digital Communities** contains the most complete and up-to-date program on the market.

After the student has passed the assessments, they will receive their corresponding **Postgraduate Certificate** issued by **TECH Technological University** via tracked delivery*.

The certificate issued by **TECH Technological University** will reflect the qualification obtained in the Postgraduate Certificate, and meets the requirements commonly demanded by labor exchanges, competitive examinations and professional career evaluation committees.

Title: **Postgraduate Certificate in Creation and Management of Digital Communities**
Official Nº of hours: **150 h.**

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Awards the followi ng
CERTIFICATE
to

Mr./Ms. _____, with identification number _____ .
For having passed and accredited the following progra   m

POSTGRADUATE CERTIFICATE
in

Creation and Management of Digital Communities

This is a qualification awarded by this University, equivalent to 150 hours, with a start date of dd/mm/yyyy and an end date of dd/mm/yyyy .

TECH is a Private Institution of Higher Education recognized by the Ministry of Public Education as of June 28, 2018.

June 17, 2020

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This qualification must always be accompanied by the university degree issued by the competent authority to practice professionally in each country.   Unique TECH Code: AFWORD23S   techtitute.com/certificates

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

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